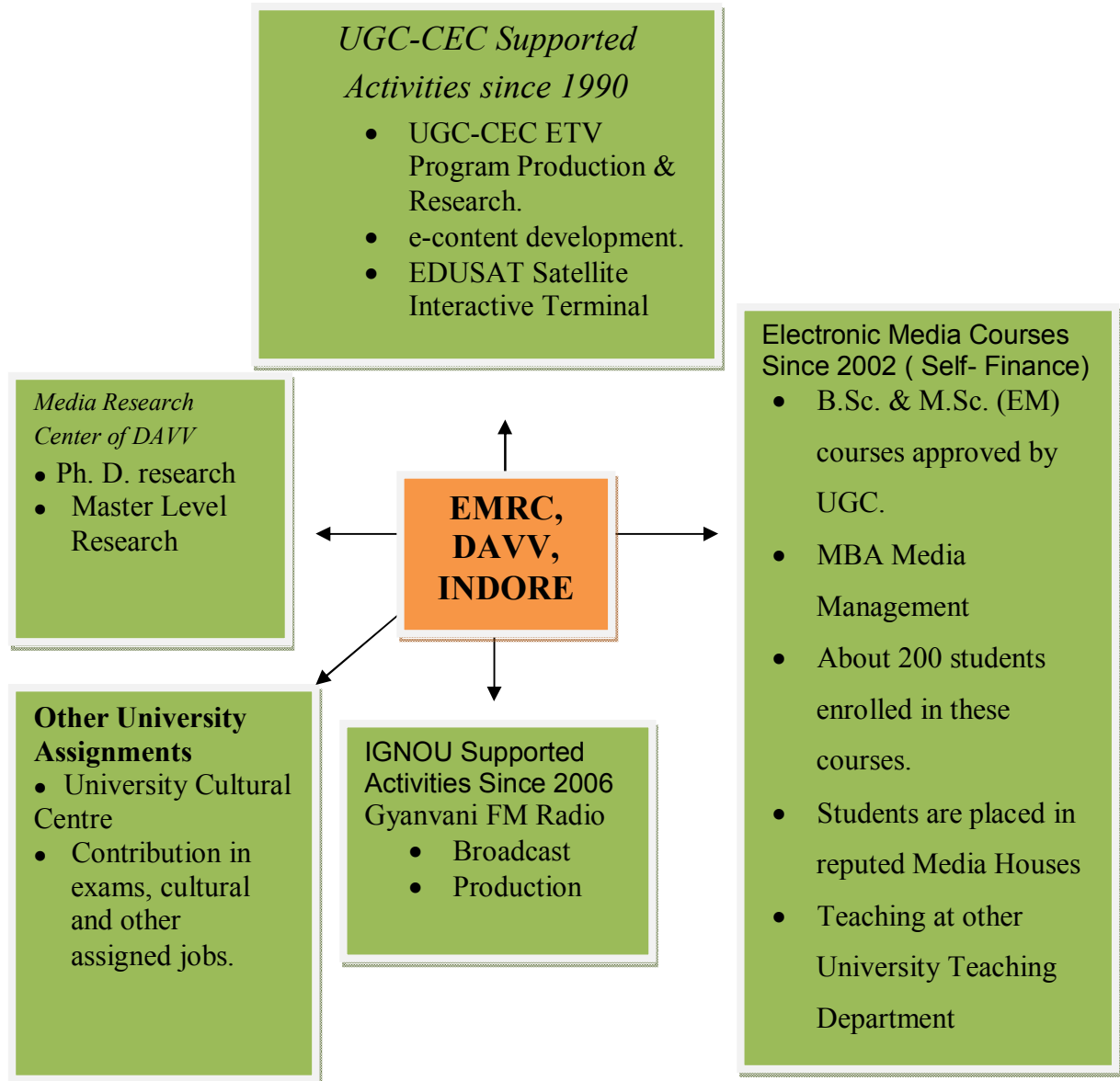# Educational Multimedia Research Center

Educational Multimedia Research Center formerly Audio Visual Research Center, Devi Ahilya Vishwavidyalaya, Indore is one of the seventeen media centers in the country, which was set up in June 1990. It became operational from July 1992. Fully funded by UGC, New Delhi the center has produced more than 1500 good quality UGC-CEC countrywide classroom Educational Television Programs and received 33 national awards. The programs are telecast on DD1, Gyan Darshan, Vyas channels. It has also developed more than 500 e-content multimedia modules and LORs. About 350 research projects of national, Ph.D. and Master Level have been completed and guided by EMRC faculty. There are 25 sanctioned posts. In the beginning the main objective of EMRC was to produce the educational television programs for UGC CWCR, Now, at EMRC Audio Visual Production, Broadcast, Teaching and Research are the major activities, which are carried out. EMRC bestowed 'Center of Excellence' in Electronic Media by Madhya Pradesh Government in year 2012.

UGC-CEC Supported Activities since 1990
- UGC-CEC ETV Program Production & Research.
- e-content development.
- EDUSAT Satellite Interactive Terminal

Media Research Center of DAVV
- Ph. D. research
- Master Level Research

EMRC, DAVV, INDORE

Electronic Media Courses Since 2002 (Self- Finance)
- B.Sc. & M.Sc. (EM) courses approved by UGC.
- MBA Media Management
- About 200 students enrolled in these courses.
- Students are placed in reputed Media Houses
- Teaching at other University Teaching Department

Other University Assignments
- University Cultural Centre
- Contribution in exams, cultural and other assigned jobs.

IGNOU Supported Activities Since 2006 Gyanvani FM Radio
- Broadcast
- Production

(Schematic Representation of Present Functional Status of EMRC, Indore)

Our Mission : To generate, disseminate and preserve knowledge and also prepare the next generation of thinking media professionals by providing diverse learning environments.

CORE ACTIVITIES AT EMRC

Electronic Media powered by ICT's has emerged as an essential facet of modern life. Its role as the communication channel between individuals, social and political diversities is crucial. *EMRC, DAVV, Indore is a unique media education center which has all the facets of media education i.e. Media Production, Broadcast, Media Courses and Media Research.* The core activities are given in following captions.

MEDIA PRODUCTION

UGC-CEC EDUCATIONAL TV PROGRAM PRODUCTION:

Educational Multimedia Research Centre Formerly Audio Visual Research Centre, Devi Ahilya Vishwavidyalaya, Indore is one of the seventeen media centers in the country, which was sanctioned by the UGC, New Delhi in June 1990. It became operational from July 1992, Fully funded by UGC, New Delhi the center has produced more than 1500 good quality UGC-CEC countrywide Classroom Educational Television Programs and has received 33 National & International wards.

The programs are telecast on DD1, Gyan Darshan, Vyas and DD Bharti channels. A number of research projects of National, Ph.D and Master Level have been completed and guided by EMRC faculty.

MULTIMEDIA AND E-CONTENT DEVELOPMENT:

In the world of globalization, World Wide Web has emerged as a useful tool to gain knowledge about the changing scenarios. The inclusion of e-content in learning is now inevitable, and the UGC-CEC initiative is designed to meet the new challenges, and to help India take the lead in this newly emerging field. The e-content development and associated web based learning does not seek to replace traditional teaching and learning, but is expected to supplement them.

UGC-CEC e-content scheme at EMRC aims at developing high quality e-content, as well as expertise for generating such content over the long term. EMRC, Indore is involved in the process of e-content development, wherein, audio, video, graphics, animation and text are used to involve learners and make them a part of the exotic voyage of discovery, wonder and enquiry. EMRC, Indore has produced more than 500 e-contents in the form of modules and LORs.

NMEICT PROJECT:

Ministry of Human Resources Development, Government of India project of National Mission on Education using Information Communication Technology – NMEICT is being carried out at EMRC, DAVV, Indore. We are developing e-Content on the allotted subject at EMRC. Around 507 e-content have been produced by date.

BROADCAST SERVICES:

Production Summary of EMRC, DAVV, Indore (1992 - 2013)

Years	ETV Programs	Module	LOR's	EDUSAT Lectures	Awards
1992 - 1999	334	Nil	Nil	Nil	13
2000	48	Nil	Nil	Nil	03
2001	48	Nil	Nil	Nil	05
2002	45	Nil	Nil	Nil	05
2003	50	Nil	Nil	Nil	Nil
2004	55	Nil	Nil	Nil	03
2005	80	15	20	Nil	Nil
2006	115	50	42	Nil	03
2007	74	09	24	11	Nil
2008	78	20	23	19	Nil
2009	83	25	60	07	Nil
2010	75	11	29	19	Nil
2011	128	114	Nil	Nil	Nil
2012	186	168	Nil	15	Nil
2013	101	95	Nil	05	Nil
Total	150	507	198	76	32

SATELLITE INTERACTIVE TERMINAL

The satellite Interactive Terminal has been designed to meet the current requirements of training students in unicast, multicast and broadcast mode using multimedia data casting, video conferencing, video streaming etc. The method of communication of knowledge is changing very fast from a single teacher to a group of students at one place to single teacher and several groups of students at different places.

From one way communication to two-way audio and video communication to students group in different locations, from synchronous to asynchronous educational communication and packaging of knowledge from print to electronic form. Finally, from XML & HTML content to instructional design based self learning video embedded modules. All this is facilitated by new Communication Technology and a new paradigm has evolved in teaching profession in the world. Satellite Interactive Terminal has been set up at EMRC by UGC- CEC, New Delhi to cater the above needs. EMRC Indore produced 70 Edu-SAT Lectures.

GYANVANI

Gyanvani is an educational FM radio station broadcasting in several cities of India. Gyanvani stations operate as media cooperative with the day-to-day programmes being contributed by various educational institutions, NGO's, government and semi-government organizations, UN agemcoes, Ministries such as Human Resource Development (HRD), Agriculture, Environment, Health, Women and Child Welfare, Science & Technology, etc. besides National level Institutions such as NCERT, NIOS and State Open universities.

Each Gyanvani Station has a range of about 80 km and covers an entire city/town including the adjoining rural areas. The medium of broadcast is English, Hindi or language of the region. Gyanvani Indore is an educational FM radio station at 105.6 MHz located in the premises of EMRC, Devi Ahilya Vishwavidyalaya, Indore in collaboration with IGNOU, New Delhi. The radio station produces and broadcast educational programs.

MEDIA RESEARCH:

Education Multimedia Research Center exercises qualitative and quantitative research as core practice. Ten research scholars are pursuing Ph.D. in the various domains of Electronic Media ranging from Television Production, Advertising, Informatics, Media Aesthetics, Media Education, Knowledge Management & Sustainable development. Media Research is being inculcated amongst students right from the day, over 400 Master level research work has completed at EMRC. More than 50 research papers published on various topics by faculty members and students. EMRC is credited with completion of 08 National Research Projects. EMRC Research experts has also imparted in more than 100 training programs in research methods. More than 40 seminars, lectures and conferences of national and international level conducted.

COURSES AT EMRC:

EM courses started in 2002. Courses are sanctioned and approved by UGC, New Delhi. At present more than 240 students are studying at EMRC.

M.Sc. (Electronic Media) - 5 yrs. Integrated Course

      Seats: 40 nos.

      Eligibility: Higher Secondary with min. 50% of marks in any discipline.

      Admission through Common Entrance Test (CET)

M.B.A. Media Management – 2 yrs.

      Seats : 40 nos.

      Eligibility : Graduation with minimum 50% of marks in any discipline.

      Admission through Common Entrance Test (CET)

CORE SUBJECTS

- Television Production
- Audio Production
- Multimedia Production
- Broadcast Journalism
- Advertising & Public Relations Management
- Media Management
- Media Research
- Dissertation

PLACEMENT

Students are placed on and off campus in following areas:

- Television Production Houses
- FM Radio
- e-content Production
- Broadcast Journalism
- Advertising Agencies
- Media Management
- Television Channels
- Film Production Houses

HUMAN RESOURCE:

The Core Faculty

Dr. Prabhakar Singh	M.Sc., M.Ed. M.B.A., Ph.D.	Director (On Lien)
Dr. A.K. Singh	M.A., M.Ed., M.Phil., Ph.D.	Director I/c and Research Officer
Dr. Chandan Gupta	M.A., Ph.D. P.G. Dip in Journalism	Producer
Ms. Archana Somshekar	MA - MC, PGDEJ (IIMC)	Producer
Mr. Kamlesh Chouhan	B.E. (Elex. & Instr.)	Producer
Mr. Lalit Ingle	M.B.A., P.G. Dip in Media	Lecturer
Mr. Narayan Patidar	M.Sc. (Electronic Media)	Lecturer

Technical Staff

Mr. Hemant Gour	Production Assistant
Mr. S.Z. Hussain	Camera Person
Mr. G.S. Awasya	Camera Person
Mr. Uday Dhanashree	Technical Assistant
Mr. Rajendra Mourya	Technician
Mr. Amit Kaushal	Technician
Mr. Resin Paul	Technician

25 posts have been sanctioned by UGC, New Delhi, of which 22 posts are filled and 3 are vacant. Visiting faculties are also engaged for teaching the specific subjects. The numbers vary from semester to semester. On an average 12 to 15 visiting experts are invited for lectures.

THE EMRC INFRASTRUCTURE:

TV PRODUCTION STUDIO

The center has state of the art professional audio and video studios exemplary in Central India. equipped with industry standard Audio-Video recording facilities including full length cyclorama, lighting system and HD CAM, BetaCam, XD CAM format cameras.

POST PRODUCTION

Professional grade editing suites like Final Cut Pro X, DPS Velocity, Matrox, and Avid, Multitrack audio recording Logic Pro and editing etc. facilitates students to generate industry standard productions.
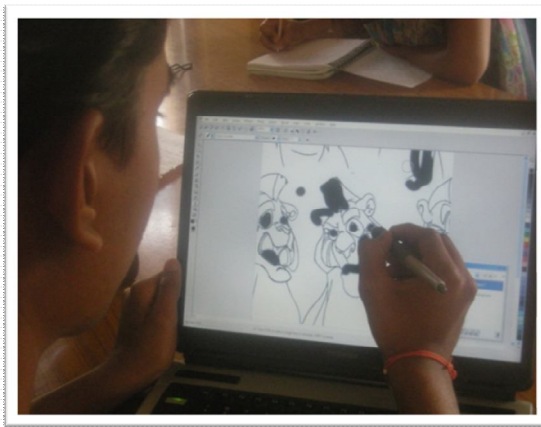
ANIMATION STUDIO

Trainees develop engaging graphics and animation stuff for the packaging of content in fully equipped animation studio. Animation studio facilities include professional Light boxes, Line testing device, High end scanners and New media content generation facility.

MULTIMEDIA STUDIO

Students create varied graphics and animation material for packaging of e-content in fully equipped multimedia studio. New Media content generation.

KNOWLEDGE RESOURCE

Centre has fully equipped IT Lab, Multimedia Lab and multimedia lecture rooms and Library full of media related books and journals, in print and electronic form.

MEDIA STUDIES LAB

Professional preview theatre equipped with DTH (full range satellite channels), home theatre system, Broadband access and rich collection of international and Indian text books and CD/DVS's on cinema.

EXTENSION SERVICES:

AUDITORIUM

Center takes care of Auditorium and following functions are being organized regularly in the Auditorium:

- Seminars/Conferences/Workshops/Meetings of academic and scientific nature
- Screening of Movies, Recitals/Concerts/Plays/Musical Performance
- Production of socially useful television programs
- Educational Television Program Shows
- Conducting Cultural Activities & Green Development

OUR DREAM

Moving towards excellence through Media Production, Broadcast, Media Education and Research by proving diverse learning environment.

SELF STUDY REPORT – EMRC, DAVV, INDORE

1. Name of the Department: Educational Multimedia Research Centre

2. Year of establishment: 1991   (PG Courses Started from 2002, Ph.D. Started from 2011)

A.1 Academic programmes offered by the department at present, under the following categories and Sanctions Pertaining to each of the Courses.

Programmes	Number	Course/Subjects
UG		
PG	01	MBA (Media Management)
Integrated Masters (3+2 yrs)	01	M.Sc. (Electronic Media)
M.Phil.		
Ph.D.	01	Electronic Media
Integrated Ph.D.		
Certificate		
Diploma		
PG Diploma		
Any other (please specify)		
Total	03	

A.1.1 Details approval/recognition and recommendations issued by the statutory body (for example, (UGC, AICTE, NCTE, PCI, MCI, DCI) governing the programme in case of Professional Programmes letters for the <u>first time</u> and <u>Last Academic Year</u> recognitions:
If the department offers Distance Education Programmes (DEP) then No. : NA
Number of programmes offered.   : NA
Name of Each Programme : NA

Letters for approvals by the Distance Education Council. : NA

A.2 Copy of Ordinances related to the courses in the department: Yes   √
    M.Sc. Electronic Media – Integrated 5 yrs   :   Ordinance 154 (File)
    M.B.A. – Media Management 2 yrs   :   Ordinance 173 (File)

A.3 Number of working days during the last academic year.
     Number of teaching days during the past four academic years.
2012- 13 = 221, 2011-12 = 210, 2010-11 = 219, 2009-2010 = 209, 2008-2009 = 218
     ('Teaching days' means days on which classes were engaged. Examination days are not to be included)

A.4 Number of positions in the Department, their appointment letters, joining reports and sanctions of Each   √

Positions	Teaching faculty			Non-teaching staff	Technical staff
	Professor	Associate Professor	Assistant Professor		
Sanctioned by the UGC / University / State Government	01	00	05	08	11
Recruited	01+(2 CAS)	00	02	08	08
Yet to recruit	00	00	01	00	03
Number of persons working on contract basis	00	00	02	00	00
Total	03		04	08	08

A.4.1 Qualifications of the teaching staff

Highest qualification	Professor		Associate Professor		Assistant Professor(Lecturer)		Total
	Male	Female	Male	Female	Male	Female	
Permanent teachers							
D.Sc./D.Litt.							
Ph.D.	03						03
M.Phil.							
PG					01	01	02
Temporary (Contract – Full Time) teachers							
Ph.D.							
M.Phil.							
PG					02		02
Part-time teachers (Courses Visiting Faculty)							
M.Tech./Ph.D.							06
M.Phil.							
PG							19
Total							32

Emeritus, Adjunct and Visiting Professors and their sanctions.

	Emeritus Fellow	Adjunct Faculty	Visiting Professor
Number	Nil	Nil	Nil

Semester-wise Record of Courses Visiting Faculty and their Sanctions

S. No.	Academic Session	Semester	Course	Name	Qualification	Teaching/ Research/ Industry Experience	Number of Hours in the Semester
1.	2008-09	Jul-Dec 08	MBA-MM, M.Sc.-EM				
2.	2008-09	Jan-Jun 09	MBA-MM, M.Sc.-EM				
3.	2009-10	Jul-Dec 09	MBA-MM, M.Sc.-EM				
4.	2009-10	Jan-Jun 10	MBA-MM, M.Sc.-EM				
5.	2010-11	Jul-Dec 10	MBA-MM, M.Sc.-EM		#File No. 1		
6.	2010-11	Jan-Jun 11	MBA-MM, M.Sc.-EM				
7.	2011-12	Jul-Dec 11	MBA-MM, M.Sc.-EM				
8.	2011-12	Jan-Jun 12	MBA-MM, M.Sc.-EM				
9.	2012-13	Jul-Dec 12	MBA-MM, M.Sc.-EM				
10	2013-14	Jan-Jun 13	MBA-MM, M.Sc.-EM				

A.6 Copies of Latest Biodata of Faculty in positions in the Department: The latest bio data of all the faculty of Educational Multimedia Research Centre are available in departmental record and also enclosed – #File No. 2

A.7 1. Copies of Yearly Performa Based Assessment Records of Faculty in positions in the Department: Regularly submitting Performa Based Assessment Records & Self Assessment Report to the University for Information and action.
2. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

	Sanctioned	Filled
Professor	01 + 02 (CAS)	03
Associate Professors	00	00
Asst. Professors	05	04

3. Faculty profile with name, qualification, designation and specialization (D.Sc./D.Litt./Ph.D./M.Phil., etc.)

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

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

5. Percentage of classes taken by temporary faculty – programme-wise information each semester wise information: 30 % .
Percentage of classes taken by visiting faculty – programme-wise each semester wise information: 14% (individually in I and III sem).

6. Programme-wise Student Teacher Ratio: M.Sc. (EM) – Integrated   1 : 5.5

                     M.B.A. – Media Management   1 : 5.5

7. Number of academic support staff (technical) and administrative staff: sanctioned and filled:

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

A.8 Students enrolled in the department during the current academic year, with the following details:

Students	UG	PG		Integrated Masters		M.Phil.	Ph.D.		D.Litt./ D.Sc.
	*M *F	*M	*F	*M	*F	*M *F	*M	*F	*M *F
From the state where the university is located		38	39	67	65		6	2	
From other states of India		**1**	**1**				4	1	
NRI students				1	1				
Foreign students									
Total		39	40	68	66		10	3	

*M-Male = 117   *F-Female = 109   Total = 226

Externally registered students? No
Yes ☐   No ☐
If yes, how many students avail of this provision annually?

A.7 Calculation of 'Unit cost' of education

(Unit cost = total annual recurring expenditure (actual) divided by total number of students enrolled)

(a) including the salary component = Rs. 31,818/-

(b) excluding the salary component = Rs. 26,446/-

A.8 A. Faculty recharging strategies

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

B. Number and list of faculty with course details of faculty development programmes, academic staff college programs or other faculty recharge programs: Yes

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

A.9 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 members # 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.

- 2012-13 Five top production houses list is as follows with names of the student & title of projects:

S.No.	Student Name	Project Name	Production House
1	Aakash Jain	Arjun – Star Plus	Four Lions Film
2	Saumya Samadhiya	Diya Aur Bati – Star Plus	Shashi Sumeet Production
3	Deepshikha Bhatnagar	Band Baja Barat – NDTV Good Time	Face Media Production
4	Vinita Chuglani Mittal	Anamika – Sony TV	Trishalla Productions
5	Deepika Swarnakar	Bade Acche Lagte Hain	Balaji Telefilms

A.10 Awards / recognitions received at the national and international level by

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

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

A.11   Record of each of Seminar/ Conference/Workshop organized and the source of funding (national / international) with details of outstanding participants, if any (Documents enclosed).

Year	National	International
2008-09	Regional Conclave organized by EMRC 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' 2. Seminar on 'Visual Effects Production Pipeline' by Mr. Mahesh Bari, VFX supervisor from Prime Focus Ltd. 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. 2. Mr. Chetan Pandit, Bollywood Actor, delivered a seminar on Acting Skills through his documentary. 3. Pt. Bhattacharya conducted an interactive session on Music Appreciation. 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 2. Fourty Four Research papers were presented by EMRC students in the National Seminar 3. CG Meet-up on 'Camera Tracking and Match Move' by Rhythm & Hues	

A.12 Write up of Code of ethics for research followed by the departments:

* Confidentiality of sharing of data and use data references with due acknowledgement.

* Respect for Intellectual Property Rights of individuals and institutions.

* Respect of principles of Ethics and Social Responsibilities

A.12 Student profile course-wise: Admission to MSc (EM) and MBA (MM) course is provided through CET. In CET2012 around 10,500 students participated for all the courses of University and chose course according to merit.

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

A.13 Diversity of students (2012-13)

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	--

A.14 Record of how many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

UGC NET / SLET (Since 2011) : No NET is offered in Electronic Media

A.15 Record of 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 • Off Campus recruitment	55% 30%
Entrepreneurs	10%

A.16 Record of 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	

A.17 Number of faculty who were awarded Ph.D., D.Sc. and D.Litt. during the

last four years: 01   Dr. Chandan Gupta in 2009

A.18 Present details of infrastructural facilities in the department 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 and Animation Labs

f) Research laboratories   : 02 AV Labs

g) Audio Video Studio   : 03 Studio Floors

A.19 List of doctoral, post-doctoral students and Research Associates

a) from the host 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 universities
    1. Ms. Archana Somashekar
    2. Mr. Awdhesh Singh
    3. Mr. Rakshak Jain
    4. Ms. Rahul Thagele

A.19 Records of financial assistance and Number of post graduate students getting financial assistance from the university, UGC, State, AICTE.

SC/ST/ OBC students are getting scholarship from State government. #File Scholarship.

A.20 Methodology of need assessment exercise undertaken before the development of new programme(s)

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, Mumbai	Promo Producer
02	Shahnawaz Khan	Ogilvy & Mather, Mumbai	Senior Copywriter
03	Sonal Kakkar	Viacomm18 Media – Colors 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 Writer

A.21 Records of 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.

A.22 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 Produer, Star India   (2012 Passout)

A.23 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

A.24 Record and List of 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.

A.25 Record of Monitoring by 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.

A.26 Details and Highlight of the participation of students and faculty in extension activities in the department:
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.

A.27 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

A.28 Information about programme/ department accreditation/grading 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 M P in Year 2012.

A.29 Write up of 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)

A.30 Write up of 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

A.31 Record of any five 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.

A.32 Write up of 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.

CRITERION I: Curriculum Design and Development

1.1.1　　Academic Year of Revision, Curriculum of Each Course, Objective and Course plans of each paper taught in the course Whether uploaded on website

| √ | Yes | | | No |

1.1.1.A　Eligibility for admission to each course:

Entrance examination and minimum 50 % in graduation for MBA (MM)
and 50% in HSc for MSc Integrated (Electronic Media)

1.1.1.B　Whether reflects Vision and mission reflection

| √ | Yes | | | No |

1.1.1C　Write on reflection of vision and mission

Vision:

As a National Institute of Excellence the Educational Multimedia Research Centre, EMRC has been envisions on key focus on capacity building through:

1. Comprehensive education for holistic development of an individual's personality with a humane and global outlook by inclusion of subjects such as Media, Culture and Society, business communication & personality development in the courses.

2. Synthesizing in its educational process and entrepreneurial skill with focus on functional areas
   of Electronic Media

   a) In the field of Television production such as Direction, Pre-Production, Production and Post-production, Script Writing for Television, Video Editing & Visual Effects.

   b) In the field of Audio Production such as Voicing, Audio Mixing and Editing, Live Concerts, Radio Content Production and Sound design.

   c) In the field of Media and Entertainment operation such as Public Relations, Corporate Communication, Advertising Production, Creative Writing, Operations Management, Production Management, Media Research and Media Economics.

Mission

To generate, disseminate and preserve knowledge and prepare the next generation of thinking media professionals by providing diverse learning environment.

1.1.2 Details of process followed in last revision of Curriculum

A. Need Assessment: Need assessment was based on the alumni feedback, industry experts input, recruiter's feedback and faculty members of the department.

B. Faculty involved in curriculum design (List of members)
- o Dr. Akhilesh Kumar Singh
- o Dr. Chandan Gupta
- o Mr. Lalit Ingle
- o Mr. Narayan Patidar

C. Records of Departmental Committees/Board approvals of the designed curriculum: Yes

D. Records of External Experts Opinion of the designed curriculum: (#File)

E. Records of External Experts Feedback of the designed curriculum: (#File)

F. Records of Student Feedback opinion on the existing curriculum: (#File)

G. Records of Syllabi of National tests, Eligibility Tests and Examinations for example, GATE, NET, Service Commissions, National Councils, for the each curriculum, if any,:No

1.1.3 Detailed write-up of each course in reference to
- * Employability
- * Innovation
- * Research

M.Sc.–Integrated (EM) and M.B.A. – Media Management course

*Employability

Indian Media and Entertainment Industry have been steadily growing at a rate of 15% per annum and expected to cross Rs 1500 billion mark by 2015. Electronic Media and Media Management courses have a core focus to develop employability in the Technical, Creative and Management aspect of Television, Audio, New Media/Animation production and allied area for PR, CorpComm, Advertising and Film Production. A typical outcome of the course is readily placed in the industry. This is due to their better understanding of media production practices and multitasking.

*Innovation

Course contents of M.Sc. – Integrated (EM) and MBA Media Management strive to adopt innovative approach to develop media and entertainment business. It imparts entrepreneurship skills amongst students. It enables students to choose innovative business model in this ever dynamic industry.

* Research

EMRC Course delivery follows research centric approach towards the ETV production. Media oriented qualitative and quantitative research is core of the training method. M.Sc. (EM) and M.B.A. (MM) students takes a major research dissertation in their last semester of study. Almost 50 research paper prepared by students every year on topics ranging from Films, TV Content, Radio and New Media.

1.1.4   Records of UGC/AICTE/National Council, Regulating bodies Guidelines for the development and restructuring the curriculum, if any,

Department Faculty members, if any, involved in leading any curricular reform which has created a national impact? NA.

A. Record of Interactions, Opinions and Feedbacks for the designed curriculum with External Research Bodies. (#File No. 4)

B. Records of Interactions, Opinions and Feedbacks for the designed curriculum With Industrial Experts, particularly in case of Professional Courses. (#File No. 4)

C. Records of Interactions, Opinions and Feedbacks for the designed curriculum with Stake Holders, such as eminent personalities, Visitors to the departments, parents. (#File No. 4)

D. Records of Alumni opinion on the existing curriculum (may be taken in an Alumni Register). (#File No. 4)

1.1.6   List of Department Courses which are also introduced in University affiliated colleges also. None

1.1.7   Details of additional skill-oriented programmes designed for the colleges, Employees, Faculty relevant to regional needs: None

1.2   Academic Flexibility

1.2.1   *List of Courses taught in Department on campus:
a.   M.Sc. Electronic Media – Integrated 5 years
b.   M.B.A. Media Management 2 years

*Overseas programmes offered on campus: Nil

*Programmes available for colleges to choose from: Nil

1.2.2   Records on the following provisions with reference to academic flexibility
a. List of Core/ Elective options: Electives are offered in M.Sc. EM Integrated
1.   Television Production   2. Animation Production   3. Audio Production
b. List of Enrichment courses: Soft Skills Training, Photography, DTP, Dramatics
c. List of Courses offered in modular form: None
d. List of courses/papers with Credit accumulation and transfer facility: N.A.
e. Details of Lateral and vertical mobility within and across programmes, courses and disciplines: N.A.

1.2.3   Records of International students: N.A

1.2.4   Records of Courses developed targeting international students, if any. **:** Nil

1.2.5   Record of dual degree and twinning programmes. N.A.

1.2.6   A. List of students, Admission process, Fee structure of each programme (List Enclosed).

B. Record of Teachers qualification and salary parity and differences (if any) at par with the aided programmes

Contractual teachers are getting UGC scale basic pay plus grade of Rs. 21,600/- p.m. fixed salary (all are postgraduate and pursuing Ph.D.) difference is round Rs.20,000/-p.m.

1.2.7   Operational details of distance Education Course in the department (if applicable). N.A.

1.2.8   Details of Choice Based Credit System (CBCS): To be introduced in July 2013 session.

1.2.9   Records of Departmental Academic Calendars of each semester:
         Published at www.emrcdavv.edu.in

1.2.10 Records of Inter-disciplinary programmes, Name of interdisciplinary program and details of students undertaken those programmes. Planned for session 2013-14. Management component in the course is highly interdisciplinary in nature.

1.3   Curriculum Enrichment

1.3.1   A. Record of academic years in which each of the courses was revised 2012. (#File No. 5) Next revision will be 2013-14

B.   Records of review, up-gradation : (#File No. 5)

C.   Records of social relevancy : All arms of Media Production has strong social relevance

D.   Records of job orientation (Placement profile of students is in File – Placement Report)

E.   Records of knowledge intensive nature of each course: Project/Assignment Briefs and submission, Production Projects. (#File No. 5)

F.   Records of meeting the emerging need of students: Media production course meet the emerging need of students. They are exposed to learning on Audio Visual Technology at par in TV production industry.

G.   Records of meeting the emerging need of stakeholders: Students are skilled enough to meet the emerging need of stakeholder. The quality training backed with at par technology suffices the need of stakeholder.

1.3.2   Details of the last four years during which how many new programmes at UG and PG levels were introduced

* Inter-disciplinary : None
* programmes in emerging areas:
Ph.D. Program in Electronic Media is introduced in 2011

1.3.3   A. Details of strategies adopted for the revision of the existing programmes: Alumni Feedback, Recruiter's Feedback & Industry Expert Suggestions, Emerging trends

B. Percentage of courses underwent a syllabus revision in last four years: 100%

1.3.4   A. Details of Value-added courses offered: Personality Development, Film Studies, and Theatre Studies

B. Details of these courses access to students: All students have to compulsorily take abovementioned modules.

1.3.5   Details of higher order skill development programmes in consonance with the national requirements (for example, innovative M. Tech. /M.E. courses, CCNA, CCSP, ….): NA

1.4   Feedback System

1.4.1   A. Copy of Feedback form to obtain feedback from students/student class representatives regarding the curriculum: (#File No. 6)

B. Details of action and use of on feedback from students: Feedback was good. However, strategies to further improving our programme delivery made through Departmental committees.

1.4.2   A. Method used for eliciting feedback on the curriculum from national and international faculty

B. Conducting webinars   - planned in 2013-14

C. Curriculum development Workshops   - planned in 2013-14

D. Curriculum development online discussions   - planned in 2013-14

E. Impact of Workshop and discussions   - will be known in December 2013

We have taken feedback from various nationally recognized experts from academia and corporate sector (Copies enclosed).

1.4.3   Specify the mechanism through which affiliated institutions give feedback on curriculum enrichment and the extent to which it is made use of. NA

1.4.4   What are the quality sustenance and quality enhancement measures undertaken by the Department in ensuring the effective development of the curricula?

Regular interaction with academic experts, alumni and employer. Continuous discussion method is adopted for curriculum development.

1.4.5   Any other information regarding Curricular Aspects which the UTD would like to include.

Grade point and Semester System is in place since 1990. It is modeled on IIT pattern.

CRITERION II: TEACHING-LEARNING AND EVALUATION

2.1 Student Enrolment and Profile

2.1.1 Copy of Advertisements and website info for ensuring publicity and transparency in the admission process:
CET-2013 documents and advertisement copies in File (#File CET Documents)

2.1.2 A. Write up details of the process of admission put in place by the department : Admission through CET- Common Entrance Test

. B. List of the criteria for admission: (*e.g.*: (i) merit, (ii) merit with entrance test, (iii) merit, entrance test and interview, (iv) common entrance test conducted by state agencies and national agencies (v) other criteria followed.

Admission criteria :
M.Sc. EM- Integrated
HSc with 50% in any subject and CET Merit in respective category

M.B.A. Media Management
Graduation with 50% in any subject and CET Merit in respective category

2.1.3 Details of admission process in the affiliated colleges if department is monitoring the same. NA

State Higher Education Department and University Academic Section monitor the admission in affiliated colleges. The admission are by online registration and counseling since 2012-13.

2.1.4 Student profile analysis:
Our admission procedure is based on the merit in entrance examination, only verification of documents done in order to admit students.

2.1.5   Strategies adopted to increase/improve access for students belonging to the following categories:

Following the rules of Central / State Government facilitates the access of the following categories (#File No. 7).

* SC/ST
* OBC
* Women
* Persons with varied disabilities - Financial grants from student welfare section
* Economically weaker sections - Financial grants from student welfare section
* Outstanding achievers in sports and other extracurricular activities
  - Give free ship for National Team Player and International Team Player
  - Weightage in marks obtained to sports person

2.1.6   Number of students admitted in department in the last four academic years: (List enclosed):

Categories	Year 1 (2009-2010)		Year 2 (2010-2011)		Year 3 (2011-2012)		Year 4 (2012-2013)	
	Male	Female	Male	Female	Male	Female	Male	Female
SC	05	02	07	06	11	01	07	01
ST	02	01	03	01	01	01	03	01
OBC	10	03	08	04	15	05	12	09
General	26	34	24	39	26	29	28	23
Others	02	00	-----	-----	-----	-----	-----	01

2.1.7 A. Record of demand ratio for the various programmes of the university departments:

Usually out of 10 students 01 student get select in the CET

B. If yes then highlight the significant trends explaining the reasons for increase/decrease.

There is a reasonable demand of EMRC courses in CET of DAVV.

Non availability of employment oriented Electronic Media Courses in the state.

Programmes	Number of applications	Number of students admitted	Demand Ratio Application:Students
UG			
PG	CET-2012	44	10 : 1
Integrated Masters	CET-2012	38	15 : 1
M.Phil.			
Ph.D.	DET-2012 20 Applications	03	6 : 1
Integrated Ph.D.			
Certificate			
Diploma			
PG Diploma			
Any other (please specify)			

2.1.8   A. Record of any programme discontinued/staggered in the last four years? NA

B. If yes, write-up of the reasons. NA

2.1.9   Record of Admissions (2012)

Programmes	Total Number of admissions	Number of 1st division pass students in qualifying	Number of 2nd division pass students in qualifying
UG			
PG	44	30	14
Integrated Masters	38	26	12
M.Phil.			
Ph.D.	03	03	-
Integrated Ph.D.			
Certificate			
Diploma			
PG Diploma			
Any other (please specify)			

2.2   Catering to Diverse Needs of Students

2.2.1   A. Record of organization of orientation/ induction programme for fresher:
          Orientation was conducted for fresher's dated on 27.08.2012.

B. Details such as the duration, issues covered, experts involved and mechanism for using
   the feedback in subsequent years:

Common Induction Program was conducted at UCC on Sept 2012. An oath as follows
were administered to all students by Hon'ble VC. Oath

अपने विषय ज्ञान को बढ़ाएँ रचनात्मकता की ओर बढ़े, अनुशासन का पालन करें
और मानवीय मूल्यों का ध्यान रखें ॥

2.2.2   A. Record of analysis of the "differential requirements of the student population"
          after admission and before the commencement of classes:

          Open house conducted during orientation.

          B. Record of key issues identified and addressed:

          Communication skills, Media aptitude, Creative thinking ability. These issues
          were addressed by following methods – Help of Career Counseling and
          Opportunity Cell and Language Laboratory.

2.2.3   A. Record of bridge/remedial/ add-on courses: Remedial courses planned for
          2013-14 for the students who will fail in class test.

          B. Time table and details of the courses offered in the department-wise for all
          courses:
          Hosted at website – www.dauniv.ac.in   and   www.emrcdavv.edu.in
          Copies of time tables along with academic calendar available with exam
          department.

2.2.4   A. Record of the academic growth of students from disadvantaged sections of society, economically disadvantaged, physically handicapped, slow learners, etc

Year	Course	SC – Scheduled Caste		ST- Scheduled Tribe	
		Students Pass in A and A+ grade	Students Pass in B and B+ grade	Students Pass in A and A+ grade	Students Pass in B and B+ grade
2012-13	M.Sc. Integrated	00	00	0	0
	MBA	0	07	0	0
2011-12	M.Sc. Integrated	0	01	0	00
	MBA	0	06	0	02
2010-11	M.Sc. Integrated	0	01	0	0
	MBA	0	02	0	0
2009-10	M.Sc. Integrated	0	00	0	0
	MBA	0	06	0	02
2008-09	M.Sc. Integrated	0	00	0	00
	MBA	0	03	0	00

B. Main findings :

It is noteworthy that almost all of the passed out students from underprivileged sections are either serving corporate sector or pursuing higher education.

2.2.5   Record of identification and responses to the learning needs of advanced learners:

Advance learners are given opportunity to be a part of our broadcast quality TV content production. They also work as 'Earn while Learn' trainee besides their course studies.

2.3 Teaching-Learning Process

2.3.1 Records of Plan and organisation of the teaching, learning and evaluation schedules (teaching plan, evaluation schedules and methods, etc.)

Adhere to Ordinance 31.

2.3.2 A. Record and website info of providing course outlines and course schedules prior to the commencement of the academic session

Website carries course outline. Detailed syllabus is given to student on commencement of each semester during orientation lecture.

B. Methods used for effective implementation

* Regular classes, and if required extra classes being conducted.
* Class tests are regular feature. Three tests and assignments are regularly given.

2.3.3 A. Record of difficulties in completing the curriculum within the stipulated time frame and calendar

Adhere to Ordinance 31.

B. Write up of the challenges encountered and the departmental measures to overcome these.

* Extra classes and to provide freedom to ask any query after class to any teacher during working hours.

2.3.4 A. Record of student-centric learning activities

Creative groups of core media activities, for example Photography Club, Scribblers (Literature and Poetry), Dance and Music Group are, fully functional. Student gets a value added grooming on core areas by participating in the activities of club and group.

B. List of participatory learning activities which are adopted by the faculty that contributes to holistic development and improved student learning, besides facilitating life-long learning and knowledge management.

Course content of Electronic Media has many creative and exploration opportunities. Faculty adopt innovative techniques to explain core topics.

1. Induction programme of fresher students (27. 08.2012).

2. Seminar on "Fostering excellence in research (15.01.2013). It was a University level event, where department actively participated to conduct successfully.

3. Shramdan in Garden to create environment awareness dated 14.02.2013.

4. Celebrated "Basant Utsav" (15.02.2013).

5. Interdepartmental Sports (from February 28 to March 02, 2013).

6. Convocation ceremony of University (19.02.2013).

7. Drama Performance on Patriotic Theme at University Level competition on Republic Day.

2.3.5 List, record with photographs of activities such as invited experts/people of eminence to deliver lectures and/or organize seminars for students (Documents enclosed).

Year	National	International
2008-09	Regional Conclave organized by EMRC	International Animation Day and International Convention organized by EMRC
2009-10	1. Seminar on 'Acting for Animators' conducted by internationally acclaimed Mr. Ed Hooks. He wrote the book 'Acting for Animators' 2. Seminar on 'Visual Effects Production Pipeline' by Mr. Mahesh Bari, VFX supervisor from Prime Focus Ltd. 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 conducted for soft skill development. 2. Mr. Chetan Pandit, Bollywood Actor, delivered a seminar on Acting Skills through his documentary. 3. Pt. Bhattacharya conducted an interactive session on Music Appreciation. 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 2. Fourty Four Research papers were presented by EMRC students in the National Seminar 3. CG Meet-up on 'Camera Tracking and Match Move' by Rhythm & Hues	

2.3.6 Record of Encouragement to blended learning by using e-learning resources

Teaching using online literature/Film and along with PowerPoint presentation is general feature in the teaching learning process.

2.3.7 Record of facilities such as virtual laboratories, e-learning, open educational resources and mobile education used by the faculty for effective teaching

EMRC develops e-content on various subjects. Faculty uses online educational resources very frequently. A virtual class room is planned from 2013-14.

2.3.8   Record of activities of designated group among the faculty to monitor the trends and issues regarding developments in Open Source Community and integrate its benefits in the university's educational processes

All faculties of EMRC are well aware of open source community and uses it at their dispense. An open source community of alumni and students is planned for 2013-14 onwards to share ideas and knowledge in new areas.

2.3.9   Record of steps taken to convert traditional classrooms into 24x7 learning places

Students are encouraged to participate in departmental media content production and broadcast. All seven classrooms are ICT enable hence students involve full time into the learning process.

2.3.10   A. Record of actions taken to avail the services of counsellors/mentors/advisors for each class or group of students for academic, personal and psycho-social guidance (please refer conference/ seminar file-enclosed).

1. Personality Development, Communication Skills training and experiential learning modules/workshop are offered for enrichment of students.
2. Psychosocial guidance will be offered from 2013-14.

B. Details of the process and the number of students who have benefitted.

All students compulsorily participate in abovementioned modules and utilize acquired skill in industry. Students coming from small village and town are working in Mumbai with production house and top channels.

2.3.11   A. Record of innovative teaching approaches/methods/practices adopted/put to use by the faculty during the last four years?
Contextual television programming and film studies introduced. Theatre method of personality development is adopted. Rigorous researches are assigned to the students.

B. Write up of improvement in learning by innovative methods

Electronic Media course content allows a lot of exploration opportunities for the students. Teacher keeps adopting innovative techniques to explain core topics and then set students free for exploration.

C. Record of recognition to the faculty due recognition for innovation in teaching Appreciation in departmental functions and committee records.

2.3.12   Record of actions for creating a culture of instilling and nurturing creativity and research temper among the learners

- How to write innovative scripts?
  Lectures on relevant topics are given to instill creativity and nurture scientific research temper.

- How to decide research problem?
  Assignments are designed to work on a social problem and find out the research proposition to define a proper research problem

- What are the steps involved in production of TV content?
  Pre-Production, Production and post-production process are explained through workshop and deputing students as assistant in production process.

- How to write Media Research papers, technical notes, research proposals and SOPs.
  Through Research paper formats, data analysis, SPSS workshop, previous research given to students for preparation

2.3.13   A. Record of student projects (if mandatory in each of the learning programme) : #File No. 8

B.   Number of projects executed within the university (department):
          Subject wise breakup available (#File No. 8)

C.   Names of external institutions associated with the University for Student Project Work: AICTL – City Bus Service. Students made a film for City Bus Service.

D.   Role of faculty in facilitating such projects.

          All faculty are actively engaged in guiding student production projects.

2.3.14   A. Record of shortfall in qualified faculty to meet the requirements of the curriculum: Nil.

   B. Record of actions for shortfall supplementation:

   1. By appointing contractual full time Assistant Professors.

   2. Visiting Faculty Lectures

2.3.15   Number of percentage of faculty enabled to prepare computer-aided teaching/ learning materials: 100 % .

2.3.16   A. Record of Student feedback for evaluation of teachers by the students:

   (#File No. 9)

B. Record of Alumni feedback for evaluation of teachers by the students:

   (#File No. 9)

C. Methods used and Impact of the evaluation feedback used to improve the quality of the teaching-learning process:

   EMRC analyses and discusses these issues in departmental meetings.

   Impact is very good.

2.4   Teacher Quality

2.4.1   Record of how the plan and management of human resources was done to meet the changing requirements of the curriculum: Solicit industry experts as visiting faculty.

2.4.3   Diversity in its faculty recruitment

Department / School	% of faculty from the same university	% of faculty from other universities within the State	% of faculty from universities outside the State	% of faculty from other countries
EMRC	83.3%	00	16.66	00

2.4.4   A. List of qualified faculty appointed for new programmes/emerging areas of study ? N.A.

   B. Number of faculty members appointed to teach new programmes during the last four years: 02 (Full Time Contractual Assistant Professors).

2.4.5 List of academic recharge and rejuvenation of teachers: Ms. Archana Somashekar and Mr. Kamlesh Chouhan attended Orientation and Refresher course at Academic Staff College (copy enclosed).

A. List of faculty availed and provided research grants by the University:

Planned for 2013-14

B. List of faculty availed and on study leave: Nil.

C. List of faculty nominated to national/international conferences/seminars, in-service training, organizing national/international conferences etc.:

Sr. No	Faculty Name	Institute Name	Nomination / Presentation
1	Dr. Prabhakar Singh	London School of Education, London, UK	Paper Presentation International Conference
2	Dr. A.K. Singh	Center for Educational Communication, UGC	Board Member
		Prestige Institute of Management and Research, Indore	Advisory Board Member
		EMMRC, Srinagar, Kashmir	Paper Presentation
		EMRC, Indore	Convener, International Convention 2009

2.4.7 List of faculty received awards / recognitions for excellence in teaching at the state, national and international level during the last four years Nil.

2.4.8 List of faculty underwent staff development programmes during the last four years (add any other programme if necessary)?

Academic Staff Development Programmes	Number of faculty
Refresher courses	02 - Ms. Archana Somashekar and Mr. Kamlesh Chouhan
HRD programmes	
Orientation programmes	
Staff training conducted by the university	
Staff training conducted by other institutions	
Summer / Winter schools, workshops, etc.	

2.4.9   Percentage of the faculty has

* been invited as resource persons in Workshops / Seminars / Conferences organized by external professional agencies =   15%
* participated in external Workshops / Seminars / Conferences recognized by national/ international professional bodies =   15%
* presented papers in Workshops / Seminars / Conferences conducted or recognized by professional agencies = 75 %
* teaching experience in other universities / national institutions and other institutions =   15%
* industrial engagement =   Nil%
* international experience in teaching =   15 %

2.4.10   List and details of organization of academic development programmes (*e.g.*: curriculum development, teaching-learning methods, examination reforms, content / knowledge management, etc.) for its faculty aimed at enriching the teaching-learning process: Research Method training.

2.4.11   A. List of faculty encouraged: Nil
* Mobility of faculty between universities for teaching
* Faculty exchange programmes with national and international bodies

 B. Record of schemes helping in enriching the quality of the faculty by such mobility and faculty exchanges Nil.

2.5   Evaluation Process and Reforms

2.5.3   A. Record of time taken by the department for declaration of examination results each semester: Adhere to Ordinance 31. Declared within one week of test or end semester examination.
B. Record of means adopted for the mode / media adopted for the publication of examination results (Website, SMS, email, etc.): Website and Notice Board

2.5.4   A. Record of ensuring transparency in the evaluation process: Students are shown their evaluated answer sheets. They discuss with concerned faculty. They are also compared with best answering student's copies.

B. Measures taken to ensure confidentiality: We have separate room with restricted entry for examination control room related issues.

C. Record of the Pre-examination processes – Examination Time table generation, student list generation, Invigilators, Attendance sheet, :
(#File Examination01)

D. Results of students course wise and grade wise its analysis:
Copies available in department record. (#File Examination01)

2.6.   Student Performance and Learning Outcomes

2.6.1   A. Write up of articulation of its Graduate Attributes of the department:
Our students guided by faculties in such a way that they can utilize their soft and hard skills to perform good research and quality Television and e-content production.

B. Record of facilitation of monitor the implementation and outcome

2.6.2   A. Record of learning outcomes for its academic programmes:
Subject wise assignments briefs and submission record (#File No. 10)

B. Record of making students and staff are made aware of these:
Awareness through website link. www.emrcdavv.edu.in

2.6.3   Write up of department teaching, learning and assessment strategies structured to facilitate the achievement of the intended learning outcomes:

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. In accordance to ordinance 31, we ensure timely commencement of each semester, unit test, semester exam, evaluation and result declaration. ETV Program, e-Content and EDUSAT activity follows strict broadcast-multicast guidelines to deliver educational media content.

2.6.4   Record of collection and analysis of data on student learning outcomes and use it to overcome the barriers to learning:

It's a Continuous process; EMRC Faculty regularly interact with alumni and employers and keep updating course content. (#File No. 10)

2.6.5   Write up of new technologies deployed by the department in enhancing student learning and evaluation and how does it seek to meet fresh/ future challenges:

Complete tapeless digital TV production equipments are installed at EMRC at with the industry. Students get benefit of working on current technology subsequently helps them in industry to occupy first space in less time.

Any other information regarding Teaching, Learning and Evaluation which the department would like to include.

CRITERION III: RESEARCH, CONSULTANCY AND EXTENSION

III.1 Year-wises Publications in the department:

2009 * Published proceedings of "Paradigm Shift in Reaching the Unreached" - Use of ICT in Education Seminar held on 6th & 7th July 2009 *Published proceedings of International Convention on "Technology Enabled Learning for Tertiary Education in India" on 6th and 7th August, 2009 at DAVV Indore, with support from UGC and in collaboration with EMMRC, DAVV, Indore. * Abstract publication of 33 Master level dissertations	
2010	Abstract publication of 49 Master level dissertations
2011	Abstract publication of 36 Master level dissertations
2012	Abstract publication of 44 Master level dissertations
2013 (till 30.6.13)	Abstract publication of 39 Master level dissertations

* EMRC produces electronic media content based on formative research of relevant area. Following table lists programs produced on the basis of formative research

S.No.	Year	Program	e-content	EDUSAT
1	2008 (Jan-Dec)	78	20	19
2	2009 (Jan-Dec)	83	25	7
3	2010 (Jan-Dec)	75	11	19
4	2011 (Jan-Dec)	128	114	Nil
5	2012 (Jan-Dec)	186	168	15
6	2013 (Jan-May)	84	79	5
	Total	**634**	**417**	**65**

III.2 Number of papers published in peer reviewed journals (national / international): **N.A.**

Sr. No.	Name	Research Paper title
1	**Dr. Akhilesh Singh & Narayan Patidar**	*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 **Pedagogics** September 2011 Vol.IX No.1.*

Monographs: **N.A.**   Chapters in Books: **N.A.**   Edited Books: **N.A.**

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

III.3 List and Records and Details of patents and income generated: Nil

III.4 List and Record of Areas of consultancy and income generated: Nil

III.5 List and Record of Faculty selected nationally/internationally to visit other University in India and abroad:

* Dr. Prabhakar Singh presented paper on 'Film and Media Studies' at London Univeristy, UK.

III.6 List and Record of 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 : Nil

    c) Editorial Boards :

        *Dr. A.K. Singh is a member DAVV Editorial Board for the Research Proceedings

    d) any other (please specify):

III.7 Research thrust area recognized by funding agencies for the department:

        National Viewership Survey - Gyandarshan & Vyas – UGC-CEC , New Delhi

        Regional Viewership Survey – Gyandarsha & Vyas – UGC-CEC , New Delhi

III.8   Number of faculty with ongoing projects from

a) National : MHRD-NMEICT e-Content Production Projects

b) international funding agencies : Nil

c) Total grants received :   #**File No. 11**

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/-
Total	Rs. 1,96,95,785/-	Rs. 1,92,60,668/-

Give the names of the funding agencies, project title and grants received project-wise : NMEICT Grant from MHRD   #**File No. 11**

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/-

III.9 List and details of Inter-institutional collaborative projects and grants received all India collaboration b) International **-** Nil

III.10 List and details of Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, etc.; total grants received : Nil

III.11 List and Details of 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 :   Nil

III.12 List and details of Special research laboratories sponsored by / created by industry or corporate bodies : Nil

3.1.1   A. Composition of Departmental Research Committee, List of members and minutes of its meeting.

Departmental Research activities are governed and guided by Research Degree Committee in   Economics of the University. The Research Degree Committee (RDC) members are

Vice Chancellor   –   as Chairman
Dean   –   Engineering Sciences
Board of Studies   –   Subject Experts

Along with RDC there is Departmental Research Committee for guidance & governance of research in Electronic Media.

B. Records of DRC regarding monitoring and addressing issues related to research :
        #File No. 12
C. Record of DRC recommendations which have been implemented and their impact.
        #File No. 12

3.1.2   Information of research centers in its affiliated / constituent colleges which are monitored by the DRC of the department : Nil

3.1.3 Details of the:
- ∗ Advanced funds for the sanctioned projects
  Department is empowered to utilize the amount sanctioned in the projects through University Accounts
- ∗ Providing seed money
  Principal Investigator is fully empowered to utilized his/her project grant as per procedures and rules.
- ∗ Simplification of procedures related to sanctions / purchases to be made by the investigators
  All the purchases related to the projects are done by the Investigators as per University guidelines and rules
- ∗ Autonomy to the principal investigator/coordinator for utilizing overhead charges
  The Principal investigator has full autonomy to utilise the project grant and overhead charges.
- ∗ Timely release of grants
  Project grants are duly released on time.

- ∗ Timely auditing
  Timely auditing of projects are done by the University and Audit Department.

- ∗ Submitted utilization certificates to the funding authorities
  The utilization certificate of the projects are duly submitted to the concerned agency timely.

3.1.4 Record of interdisciplinary research promoted
- ∗ with other departments /schools of the university and: Data Analysis consultancy is provided to other school research scholars and students.
- ∗ collaboration with national/international institutes/industries: N.A.

3.1.5   Details of workshops/ training programmes/ sensitization programmes conducted by the department to promote a research culture on campus:

Statistical Techniques	Dr. A.K. Singh	Oct 2011
Research Methodology	Dr. A.K.Singh	Apr 2012
E-content Development	Dr. A.K. Singh	July 2012
ICT in Media Production	Dr. A.K. Singh	Feb 2013
Research Methodology	Dr. A.K.Singh	July 2012
MDP for Adani-Wilmar Group	Dr. A.K. Singh	Oct 2012
Data Analysis	Dr. A.K. Singh	May 2013
Statistical Tools and SPSS	Dr. A.K.Singh	June 2013

3.1.6   A. Details of visits of researchers of eminence to visit the campus as adjunct professors:

2009-2013

Name	Address	Date
Dr. Sudhir Gawhane	Dr. BR Ambedkar University, Aurangabad	Dec. 2012
Dr. G.C.Vashishth	Lucknow University, Lucknow	Oct. 2010
Dr. Rajendra Mishra	CEC, UGC, New Delhi	Aug 2009 Dec 2012 June 2013

All the eminent professors & faculties visited to the department have given their valuable suggestions for the ongoing research activities & projects in the department.

B. Impact of such efforts on the research activities of the university:

3.1.7   A. Percentage of the total budget of the department which is earmarked for research:

Research & Media Production activities of the department are fully funded by the sponsored agencies –   CEC – UGC   (#File No. 13)

B. Details of heads of expenditure, financial allocation and actual utilization:

Utilization certificate are attached   #File No. 13)

3.1.8   A. Details of University funded research and awarded Post Doctoral Fellowships/Research Associate ships: Nil.

B. List of students registered with record of source of funding by the university and other sources:
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. Awdhesh Singh
8. Mr. Rakshak Jain
9. Ms. Pallavi Khosa
10 Ms. Dhara Pandey

DET-2012 Candidates
11 Ms. Rahul Thagele
12 Mr. Mahendra Singh Songira
13 Ms. Archana Somashekar

3.1.9   A. List and percentage of faculty which have utilized the sabbatical leave for pursuit of higher research in premier institutions within the country and abroad - Nil

3.1.10 A. Details with photographs of national and international conferences organized
#File No. 14

   B. List highlighting the names of eminent scientists/scholars who participated in these events

Sr. No.	Name	Designation
1.	Prof. Yashpal	Eminent Scientist, New Delhi
2.	Dr. Tilak R. Kem	Director, CEC- UGC, New Delhi
3.	Dr. Rajendra Mishra	Research Scientist, CEC-UGC, New Delhi
4.	Dr. Shahid Rasool	EMMRC, Srinagar, J&K

3.2   Resource Mobilization for Research

3.2.1   Record of Financial provisions made in the university budget for supporting students' research projects : Planned for 2013-14

3.2.2   A. Record of special efforts to encourage its faculty to file for patents: Nil

   B. List of registered and accepted patents : Nil

3.2.3   Details of ongoing research projects of faculty:

3.2.4   A. Record of projects sponsored by the industry/corporate houses: Nil

   B. Details such as the name of the project, funding agency and grants received. Nil

3.2.5   A. Details of Department recognition for their research activities by national / international agencies (UGC-SAP, CAS; Department with Potential for Excellence; DST-FIST; DBT, ICSSR, ICHR, ICPR, etc.) and the quantum of assistance received:

   Educational Multimedia Research Centre is recognized as Centre of Potential for Excellence by Higher Education Department, Madhya Pradesh in year 2012.

B. Record of any two significant outcomes or breakthroughs achieved by this recognition:

Work has started form 2013-14 only. Significant outcome expected in 2014-15

3.2.6   List details of

       a. research projects completed and grants received (funded by National/International agencies):

       b. Inter-institutional collaborative projects and grants received: Nil
         i) All India collaboration
         ii) International

3.3   Research Facilities

3.3.1   A. Infrastructure in the department to facilitate research: Excellent infrastructure exists for research. List of equipments and lab/studio enclosed. (#File No. 15)
B. Strategies have been evolved to meet the needs of researchers in emerging disciplines:

Continuously upgrade infrastructure and equipment.

3.3.2   A. Information and Resources catering to the needs of researchers of the department:

EMRC is fully equipped with production, broadcast and research facility of Electronic Media.

B. Details of the facility. (#File No. 16)

3.3.3   Record of University Science Instrumentation Centre (USIC) facilities been made available to research scholars: USIC facilities available at University Level

3.3.4   Record of provision of residential facilities (with computer and internet facilities) for research scholars, post-doctoral fellows, research associates, summer fellows of various academies and visiting scientists (national/international):

University Campus is wi-fi enabled.

3.3.5   Details of Uses of the Facilities of IUC, CAT, NRCS, IIT Indore and other specialized Research Centers for research: Nil

3.4   Research Publications and Awards

3.4.1   Research journal published, if any, from the department(s)? If yes, indicate the composition of the editorial board, editorial policies and state whether it/they is/are listed in any international database. Nil

3.4.2   Details of publications/paper presentation by the faculty:
   * Number of papers published in peer reviewed journals (national / international)
   - Dr. Prabhakar Singh

     *"e-Examination in Distance Education" paper presented in "National Seminar on Testing , Measurement & Evaluation" in Distance Education, Organized by Jabalpur Regional Centre of M.P. Bhoj Open University from 17th to 19th May, 2008.

     *" Knowledge Management and ICT" paper presented in National Seminar
     on "Rethinking the Guru : New Vistas of 21st Century Teaching" Organized by EMRC, St. Xavier's College Kolkata in collaboration with West Bengal State University, from 9th to 10th July, 2009.

   - Dr. Akhilesh Singh and Narayan Patidar

     *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 Pedagogics September 2011 Vol.IX No.1.

   - Published proceedings of International Convention on "Technology Enabled Learning for Tertiary Education in India" on 6th and 7th August, 2009 at DAVV Indore, with support from UGC and in collaboration with EMMRC, DAVV, Indore.

     Dr. Prabhakar Singh

     *"Learning from Data" paper presented in International Convention on "Technology Enabled Learning for Tertiary Education in India" Organized by CEC-UGC, New Delhi and DAVV, Indore

Dr. Akhilesh Singh

*A study of media habits amongst youth for an effective medium of tertiary education

Shokhi Banerjee, Student, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

*Study of perception of youth towards social networking websites

Pallavi Khosa, Student, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

*Perception Of Youth Towards Blogs And Blogging

Vinita Chuglani, Student, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

*Preference Towards The Application Of Mobile Phone Technologies

Ankur Mittal, Student, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

Dr. Chandan Gupta

*Reaction Of Students Towards Video Instructional Material Based On Social Values

Dr. P.Singh, Director, *EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.*

Lalit Ingle

*Paper Presentation Sessions organized by Shastri Indo-Canadian Institute, Indian Association for Canadian Studies on the topic -
 "Multimedia Messaging Service (MMS) – Myth, Implications and Potential as Media Platform"

* Role of New Media in Classroom Teaching in Business Schools
Co-presenter : Narayan Patidar, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

*Social Networking Website: Potential Educational Platform
Co-presenter : Narayan Patidar, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

Narayan Patidar

*Poster presentation of paper on topic "Awareness of Unicef's 'Awaz Do' Campaign Amongst Internet Users" in International Convention on "Virtual Education: Issues, Challenges and Prospects" held on 24th & 25th February, 2012 at CEC, New Delhi.

*Role of New Media in Classroom Teaching in Business Schools
Co-presenter : Lalit Ingle, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

*Social Networking Website: Potential Educational Platform
Co-presenter : Lalit Ingle, EMRC, Devi Ahilya Vishwavidyalaya, Indore, M.P.

- Published proceedings of "Paradigm Shift in Reaching the Unreached" - Use of ICT in Education--- Regional Seminar held on 6th & 7th July 2009

Dr. Prabhakar Singh
*Paper presentation on "Capturing Tacit Knowledge"

Dr. Akhilesh Singh
*Paper Presentation "Blogs as a medium of reaching the unreached"
Co-presenter Ms. Vinita Chuglani

*Paper Presentation "Mobile as a medium of future for Reaching the Unreached"
Co-presenter Mr. Ankur Mittal

*Advertising as a means of Communication
Co-presenter Ms Shokhi Banerjee

*Use of Social Networking Sites as a means of Communication
Co-presenter Ms. Pallavi Khosa

*Impact of New Media in Classroom teachings
Co-presenter Mr. Narayan Patidar

Dr. Chandan Gupta

Paper presentation "Effect of Video Instructional Material on Value Clarification"

Lalit Ingle

Paper presentation "Future tool for Educational Communication – Viral Video"

Narayan Patidar

Paper presentation "Impact of New Media in Classroom teachings"

Co-presenter Divya Prakash Bhagat

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

3.4.3 Details of
* faculty serving on the editorial boards of national and international journals
  • Dr. A.K. Singh is member of DAVV Editorial Board for the Research Proceedings

* faculty serving as members of steering committees of international conferences recognized by reputed organizations / societies : Nil.

3.4.4   Details of
 * research awards received by the faculty and students : Nil
 * national and international recognition received by the faculty from reputed professional bodies and agencies   : Nil

3.4.5   A. Number of successful M.Phil. and Ph.D. scholars guided per faculty during the last four years:

Faculty Name	Ph.D. Scholar	Topic, Year
Dr. Prabhakar Singh	Dr. Chandan Gupta	"Effectiveness of Video Instructional Material for the Development of Human Values of Undergraduate Students" 2009
	Dr. Santosh Chodhary	"Hindi Drishya-Shravya Madhyamo Me Aupanyasik Kritiyo ka Prastutikaran avam Tulnatmak Vivechan (Sharatchandra ki Naari Kendrit Aupanyasik Kritiyo Parinita, Devdas, Manjhali Didi avam Biraj Bahu ke Vishesh Sandarbh mein)." 2012

 B. University participate in *Shodhganga* by depositing the Ph.D. theses with INFLIBNET for electronic dissemination through open access: Yes.

3.4.6   A. Record of Promotion e interdisciplinary research
   * Research at EMRC is interdisciplinary in Nature. (#File – list of area and registered scholars)
   B. Number of interdepartmental / interdisciplinary research projects undertaken: Nil
   C. Mention the number of departments involved in such endeavours: Nil

3.4.8   List of University instituted research awards to the faculty of the Department:

Planned for 2013-14

3.4.9   Details of incentives given to the faculty for receiving state, national and
Planned for 2013-14

3.5   Consultancy:
3.5.1   Important consultancies undertaken by the department during the last four years.
3.5.2   A. Department participation in university-industry cell:
Department actively participate in the Cell activity.
  B. If yes, what is its scope and range of activities: Nil.

3.5.3   Record of publicizing the expertise of the department for consultancy services:
Hosted www.dauniv.ac.in

3.6   Extension Activities and Institutional Social Responsibility (ISR)
Green Campus Development, blood donation activities by students

3.6.1   A. Department records of sensitization of faculty and students on its Institutional
Social Responsibilities:

1. Induction program of fresher's student's organized (25.08.2012). In this
program Institutional social responsibilities were also discussed. An oath was
also administered to the students.

2. Bharat Ratna Dr. APJ Abdul Kalam message to Youth on June 12, 2013

3. Padamshree Dr. M.S. Sodha lecture on 17.6.13 on 'Challenges in Higher
Education'

B. List the social outreach programmes which have created an impact on students'
campus experience during the last four years.
Environmental Awareness Programmes through the development of green
campus.

3.6.2   Promotion of neighborhood network and student engagement and holistic development of students and sustained community development?

Students participation is compulsory in social responsibility oriented activity.

3.6.3   Record of participation of the students and faculty in extension activities including participation in NSS, NCC, YRC and other National/ International programmes:

- Blood Donation Camp
- Khan River Cleaning Project
- Environmental Awareness Programme in UTD Campus

3.6.4   Records of tracking the students' involvement in various social movements / activities which promote citizenship roles:

We have celebrated the following events this year:

1. Shramdan to generate environmental awareness dated 14.02.2013.

2. Celebrated "Basant Utsav" (15.02.2013).

3. Interdepartmental games (from February 28 to March 02, 2013).

4. Convocation ceremony of University in which School provided Gold medal to the topper students (19.02.2013).

3.6.6   Write up of the values inculcated and skills learnt during extension activities.

Student are more aware surrounding and environmental issues. An improved communication amongst is noticed ultimately leading to cooperation and sharing social responsibilities.

3.6.7   Department community in its outreach activities:

We have constituted number of Departmental Committees having Faculty and students as members. Film Shows, Nukkad Natak and Health Awareness Programs are regularly conducted.

3.6.8 Details of awards received by the institution for extension activities and/contributions to social/community development during the last four years:
Nil.

3.7 Collaboration

3.7.1 A. MOU Copies and Record of collaboration with other agencies impacted the visibility, identity and diversity of activities on campus:

EMRC has a FM Radio 'Gyanvani' 105.6 FM setup in collaboration with IGNOU (File- MOU Gyanvani)

B. Record of benefits academically and financially because of collaborations:
Gyanvani 105.6 FM has a reach of 80 KMs around the city and delivers all educational content. It plays educational content 16 Hrs daily.

3.7.2 Records of linkages resulted in
* Curriculum development:
The department take the feedback and knowledge of new research areas and latest equipments through email and personal contacts with alumni.

* Internship:
The department takes the help of TV channels, Advertising agencies and production houses in providing summer internship to the students.

Sr. No.	Production House/Channel/Advertising Agency Name	Area
01	Shashi Sumeet Productions	Television Production
02	SphereOrigins Productions	Television Production
03	IPAN Hill & Knowlton	Public Relation
04	Ogilvy & Mather, Mumbai and Delhi	Advertising Production
05	NDTV Profit	Television Production
06	Big FM	Radio
07	Hungama Digital Media Pvt. Ltd.	Digital Entertainment Content
08	Suresh Natarajan Studio	Photography
09	Pixion Post Process	Post Production and VFX
10	RU Films (Ravi Udayavar)	Ad Film Production

* On-the-job training:

The department provides opportunity to the students of having on the job training with the help of relationships with industries and business enterprises.

Sr. No.	Production House/Channel/Advertising Agency Name	Area
01	Purple Focus	Advertising
02	SphereOrigins Productions	Television Production
03	IPAN Hill & Knowlton	Public Relation
04	Ogilvy & Mather, Mumbai and Delhi	Advertising Production
05	NDTV Profit	Television Production
06	Big FM	Radio
07	Hungama Digital Media Pvt. Ltd.	Digital Entertainment Content
08	Suresh Natarajan Studio	Photography
09	Pixion Post Process	Post Production and VFX
10	RU Films (Ravi Udayavar)	Ad Film Production

* Faculty exchange and development:

The department motivates the Faculty to participate in the faculty exchange as well as faculty development program as and when the opportunity comes from other Universities and Colleges.

* Research:

EMRC has media production and research projects of UGC CEC. The results are been reflected in the various ongoing as well as completed projects for the UGC CEC – Center for Educational Communications.

* Publication:
  * 2009

    * Published proceedings of "Paradigm Shift in Reaching the Unreached" - Use of ICT in Education Seminar held on 6th & 7th July 2009

    *Published proceedings of International Convention on "Technology Enabled Learning for Tertiary Education in India" on 6th and 7th August, 2009 at DAVV Indore, with support from UGC and in collaboration with EMMRC, DAVV, Indore.

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6	2013 (Jan-May)	84	79	5
	Total	634	417	65

* Consultancy:
  EMRC actively participates in non profit consulting assignments for Local and Government bodies in the area of audio-visual production, content development and technical support of broadcasting equipments.

* Extension:
  The department is associated with the ASIFA India Indore Chapter and students and faculty are involved in the social activities organised through it.

* Student placement:

The department has strong placement cell, does interactions with industries and corporate houses , helping students in the summer internships, off-campus and final placement. Strive to close placement at 100%

* Any other (please specify):   Nil

3.7.3   A. Copy of MoUs with institutions of national/international importance/other universities/ industries/corporate houses etc. Nil

B. Record of enhanced the research and development activities:
EMRC conducts at least ten workshops every year on 'Research Methodology'and SPSS for the PG, M.Phil, Ph.D. students of different departments and MDPs.

Year	No. of Workshops
2009-2010	10
2010-2011	10
2011-2012	10
2012-2013	10

3.7.4   Have the university-industry interactions resulted in the establishment / creation of highly specialized laboratories / facilities?
A task force has been established to enhance University-Industry interaction.

3.7.5   Any other information regarding Research, Consultancy and Extension, which the university would like to include.

2009-2013 Visiting Experts

Name	Address	Date
Dr. Sudhir Gawhane	Dr. BR Ambedkar University, Aurangabad	Dec. 2012
Dr. G.C.Vashishth	Lucknow University, Lucknow	Oct. 2010
Dr. Rajendra Mishra	CEC, UGC, New Delhi	Aug 2009 Dec 2012 June 2013

All the eminent professors & faculties visited to the department have given their valuable suggestions for the ongoing research activities & projects in the department.

*Research based production of TV Programs and eContent – Funded by UGC & MHRD

S.No.	Year	Program	e-content	EDUSAT
1	2008 (Jan-Dec)	78	20	19
2	2009 (Jan-Dec)	83	25	7
3	2010 (Jan-Dec)	75	11	19
4	2011 (Jan-Dec)	128	114	Nil
5	2012 (Jan-Dec)	186	168	15
6	2013 (Jan-May)	84	79	5
	Total	634	417	65

CRITERION IV: INFRASTRUCTURE AND LEARNING RESOURCES

4.1   Physical Facilities

4.1.1   A. Details of Department physical infrastructure: (#File No. 18)

B. Maintenance of Laboratories for its optimal utilization:

Committees of Faculty Members constituted to look after different labs

(Please refer minutes of departmental committee).(#File Meeting01)

C. Maintenance of Computers for its optimal utilization: Annual Maintenance Contracts –
        (#File No. 19)

D. Maintenance of UPSes, Power Supplies: Annual Maintenance Contracts –
        (#File No. 19)

E. Maintenance of support services, sanitation, first aid boxes**:**

Yes, EMRC is availing contract services for the same.

F. Maintenance of building, garden, indoor games structure:

Our staff is there to serve these purposes besides the contract services of cleaning.

4.1.2   Record of new initiatives for Infrastructure for promote a good teaching-learning environment- Internet, Wi-fi, Power Point Projectors, Video Equipment:

EMRC is fully equipped with most modern teaching aids. All classrooms have Projector and Highend multimedia setup, Virtual Studio and AV facility. EMRC has state-of-the-art Audio Video Production Studios equipped with most modern recording and production facilities.

4.1.3   Physical ambience for the faculty in terms of adequate research laboratories, computing facilities and allied services:

EMRC has very good ambience to conduct research work as we have sufficient number of labs and facilities required to perform quality work (Refer infrastructure and equipments file).

4.1.4   List of Facilities like office room, common room and separate rest rooms for women students and staff: List enclosed.

4.1.5   List of the infrastructure facilities are disabled-friendly:
Facility is available at each floor, The physically disabled students can use ground floor facilities. Internet facility for blind students is available at I.T. Centre.

4.1.8   Departmental special facilities are available on campus to promote students' interest in sports and cultural events/activities:
University Gymnasium, play grounds and Auditorium are available at University level for Faculty members, staff and students.

4.2   Library as a Learning Resource
4.2.1   Details of departmental library facilities: 2300 books
4.2.2   Provide details of the departmental library:
* Total area of the library (in Sq. Feets)   : 1500 Sq. feet
* Total seating capacity   : 48 seats
*   Working hours (on working days, on holidays, before examination, during examination, during vacation)   : During working days 10 AM to 5 PM
* Layout of the library (individual reading carrels, lounge area for browsing and relaxed reading, IT zone for accessing e-resources):
4 table of 12 chairs each are present in the library for reading.
* Clear and prominent display of floor plan   : Yes
* Adequate sign boards   : Yes
* Fire alarm   : Yes
* Access to differently-abled users and   : NA
* Mode of access to collection: Manual, Automation is planned in year 2013-14

4.2.3   Departmental library holdings:
   a) Print (books, back volumes and theses
        2362 print books, more than 240 M.Sc./ M.B.A. dissertation theses
   b) Average number of books added during the last three years : 325 per year
   c) Non Print (Audio Video, CDs, Downloaded Articles): 241 CDs/DVDs
   d) Electronic (e-books, e-journals): As per Central Library of University
   e) Special collections (e.g. text books, reference books, standards, patents):
        Hindi Cinema Classics and World Cinema – 300 movies

4.2.4 Records of tools the library deploys to provide access to the collection:

* OPAC   Through Central Libray
* Electronic Resource Management package for e-journals   Through Central Libray
* Federated searching tools to search articles in multiple databases

                                                          Through Central Libray
* Library Website   Through Central Libray
* In-house/remote access to e-publications   Through Central Libray

4.2.5 Use of ICT deployed in the library:
   * Library automation   : A Computer is used for record keeping
   * Total number of computers for public access   01
   * Total numbers of printers for public access   01
   * Internet band width speed   2mbps
   * Institutional Repository :

Major research projects and summer internship reports of the students are available in the library. Faculty members provide their respective research publications in their curriculum vitae in the library. The Photocopy machine facility is also available.

   * Content management system for e-learning :

Exploring the different sources for increasing the content and its quality is our aim and it is under process. We provide assignments which help the students to enhance their creative and analytical skills with the help of e-learning and e-content development.

   * Participation in resource sharing networks/consortia (like INFLIBNET) :
     Through Central Library

4.2.6 Details (per year) with regard to
   * Ratio of library books to students enrolled: 1:10
   * Average number of books added during the last four years: 320
   * Assistance in searching Databases: Library Software
   * INFLIBNET/IUC facilities: Through Central Library

4.2.8 Annual departmental library budget and the amount spent for purchasing new books and journals:

Total spent amount on books in last five years : 6.22,666/-. Expenditure on central library was additional.

4.3 IT Infrastructure

4.3.1 Details of Department IT and ICT Infrastructure:

Computer Labs	:	02 having 20 systems installed
Audio Lab	:	02 having 4 workstations installed
NLE Lab	:	06
Faculty Rooms having IT facility	:	07
Wi-Fi Points	:	04 Points

4.3.2 Details of the computing facilities i.e., hardware and software.

- Number of systems with individual configurations : # File No. 20

System	:	102
Printer	:	13
Scanner	:	03
Projector	:	10
Switch	:	17
LAN Point	:	104

- Computer-student ratio: 1:2

- Dedicated computing facilities : 2 Audio Editing and 6 Video Editing Workstation

- LAN facility : IT centre is providing LAN facility with 1GBPS speed.

- Proprietary software : (List enclosed)
  MS Office 2003, Quick Heal Pro Antivirus 2013, Operating Sytem, FCP, Falsh, Dreamweaver, DPS Velocity, 3DS Max, Logic Pro,

- Number of nodes/ computers with internet facility: 102

- Any other (please specify)

4.3.3   Plans and strategies for deploying and upgrading the IT infrastructure and associated facilities : New Multimedia Lab planning is under process.

4.3.4   Details on access to on-line teaching and learning resources and other knowledge and information database/packages provided to the staff and students for quality teaching, learning and research. :   Our classroom projectors are connected with internet.

4.3.5   IT facilities available to individual teachers for effective teaching and quality research:
Every faculty has allotted with a system with internet facility.

4.3.8   A. Details of ICT-enabled classrooms/learning spaces available :
All 7 class rooms /Seminar Hall (01)/Lab 02 are ICT enabled.

B. Record of utilization for enhancing the quality of teaching and learning:
Power point presentations are available as record. Also student feed back copies and analysis available.

4.3.9   Records of Faculty and computer- aided teaching-learning materials:
Digital Notes and references are in practices.

4.3.10   Department availing of the National Knowledge Network connectivity:
University Internet Backbone is through National Knowledge Network

4.3.12   Record of Availing of web resources such as Wikipedia, dictionary and other education enhancing resources:
IT Centre Login record tracks the data

4.3.13   Department budget for the update, deployment and maintenance of computers:
Document enclosed.

4.3.14   Details of plans envisioned for the gradual transfer of teaching and learning from closed university information network to open environment:
Using ICTs we are gradually progressing towards information to open environment.

4.4   Any other information regarding Infrastructure and Learning Resources which the university would like to include.

*University has best ICT infrastructure based on fiber optics since 1999, additionally Wi-Fi based since 2006 and NMEICT National Knowledge Network connectivity from 2012.

CRITERION V: STUDENT SUPPORT AND PROGRESSION

5.1   Student Mentoring and Support

5.1.1   Department system, structural and functional characteristics for student support and mentoring:

EMRC system of supporting student fraternity comprises of support from teaching as well as non-teaching staff at different point of time throughout their stay in the department. The teaching staff renders its academic responsibility Faculty gives sufficient time for grooming their personalities and enriching them according to need of media and entertainment world. The non- teaching staff helps them in all types of work right from admission, exams, scholarship form to mark sheets

5.1.2   Record of 'apart from classroom interaction', the provisions available for academic mentoring: Continuous counseling and guidance method is adopted by Facutly.

     Following activities are carried out in an academic session (#File No. 21)

- Guest Lectures by eminent personalities from media and academia

- Padamshree Dr. M.S.Sodha lecture on 17.6.13

- Pt. Madan Mohan Malviya Lecture Series for UTD students

- Workshops and Seminars are regularly conducted

- Major media research project is a compulsory part of their curriculum

- Summer Internship of 45 days is again a part after completing first year of their post-graduation

- Industrial visits are organized regularly for them

Event	2009	2010	2011	2012	2013
Guest Lectures	04	03	03	03	02
Workshops & Seminars	02	02	02	03	01
Industrial visits	01	01	01	01	-

5.1.3   Record of department student's utilization of personal enhancement and development schemes such as career counseling, soft skill development, career-path-identification, and orientation to well-being for its students:

Induction programme is being organized every year for the fresh batch students to make them aware about their role and responsibilities during their stay in the EMRC. The speakers in this programme guide them about the current scenario of the global and domestic economy and motivate them to shape their personalities according to the need of the hour. The head of department explains them the complete Structure of their courses in nutshell. Career counseling is provided by the placement cell. Soft Skill development is a part of course curriculum.

- Communicative Skills and Media Literature is a subject in the first Semester focusing on development of required skills for media.

- Workshops on personality development and language classes are specially conducted for students coming from semi urban and rural background.

- Annual Drama Festival is organized every year to make students exercise their Creative and management skills to organize, conduct and display their talents in creative activities.

- Career guidance, personal interviews have been conducted to help them for on campus placements and address their problems of various nature.

5.1.4   Department publish its updated prospectus and handbook info annually on website and online access of course plans, syllabi and result
We publish all these information (about the department, courses, syllabi, results, and all current updates) on our website www.emrcdavv.ac.in and also regularly update it.

5.1.5   A. Records of the Timely dissipation of financial aid: #File No. 22

B. Tables for type and number of scholarships/free-ships given to the students during the last four years the following categories : UG / PG / M.Phil / Ph.D. / Diploma/others:

Granted as per State Government grants the freeships/scholarships.
(SC/ST/OBC file)

5.1.6   Table of percentages of students receive financial assistance from state government, central government and other national agencies (Kishore Vaigyanik Protsahan Yojana (KVPY), SN Bose Fellow, etc.): #File No. 22

5.1.7   Department use of International Student Cell, number and list of foreign students:
A task force has been setup for International Cooperation. Efforts of the result are expected in 2014-15.

5.1.8   Department support services available for:
 * Students participating in various competitions/conferences in India and abroad:
EMRC arranges extra classes for those students. Registration fee and travel support is planned for 2013-14.

 * Physically challenged / differently-abled students: NA
These students are given guidance by faculties as per their requirements and during the exam they are provided half an hour extra to complete.

 * SC/ST, OBC and economically weaker sections:
Alongwith faculty support for their academic requirements they are also given scholarships as per state government norms.

 * Health centre, health insurance etc. :
Students use University Health Centre

 * Skill development (spoken English, computer literacy, etc.):

Importance of English communication is conveyed to the students right from the induction programme, A subject on Communicative Skills and personality development is taught to them in their first year.

Information Technology is an integral part of Media and Entertainment industry, there are audio video software and research analysis software are there in syllabus.

* Performance enhancement for slow learners:
Every week EMRC Faculty gives tutorials as per timetable. Students who have problem in English communication and also to those who are physically handicapped are given special lessons.

* Exposure of students to other institutions of higher learning/ corporates/business houses, etc.

* Students appear in various competitive exams like FTII and NID and individual campus recruitment exams of various national and regional companies :

S.No.	Student Name	Institute	Course
1	Vineeta Misra	NID, Ahmedabad	Film & TV Communication
2	Taha Anwer	NID, Ahmedabad	Film & TV Communication
3	Poorvi Jain	NID, Ahmedabad	Game Design
4	Kanishka Singh	NID, Ahmedabad	Film & TV Communication
5	Ankit Sharma	FTII, Pune	Acting
6.	Dinesh Yadav	FTII, Pune	Film Editing
7	Bhanu Dhande	FTII, Pune	Audio Engineering
8	Roopak Kalyani	FTII, Pune	Audio Engineering
9	Isha Kushwah	FTII, Pune	Audio Engineering
10	Kunal Gupta	NYIF, New York	Photogrpahy
11.	Manas Tiwari	FTII, Pune	Digital Cinematography

* Students also participate in competitions held by institutions and organizations of national and state level and also in media events of various academic institutions
* Industrial visits and experience sharing by industry expert is a part of academic activities.
* Record of student participation in sports and extracurricular activities: Our student mainly participates in interdepartmental sports.
* Placement Records: **#File No. 23**

5.1.9   Number of students selected during campus interviews by different employers (list the employers and the number of companies who visited the campus during the last four years).

Students and Alumni interaction through email IDs.

5.1.10   A. Record of registered Alumni Association: Alumni visit is planned in 2013-14

B. Record of activities and contributions to the development of the department: Academic sharing and coordination for students placement is evident through alumni chain

C. Record of alumni meets: Planned in 2013-14

5.1.11   A. Committee members and record of student grievance redressal :

Year	Student Grievance Rederessal Cell
2009	Dr. Akhilesh Singh
	Dr .Chandan Gupta
2010	Dr.P Singh
	Dr.Akhilesh Singh
2011	Dr.Chandan Gupta
	Mr. Narayan Patidar
2012	Dr.Akhilesh Singh
	Mr. Lalit Ingle
2013	Dr. Chandan Gupta
	Mr. Narayan Patidar

B. Details of the nature of grievances reported and the redressal: None reported

5.1.12   A. Record of anti-ragging committee:
Anti-Ragging committee and Anti-Ragging Squad exist. #File No. 24

B. List of instances reported during the last four years and what action has been taken in these cases: No case reported.

5.1.13   Details of the cooperation rendered by parents, industry and its stakeholders to ensure the overall development of its students:

It is based only on feedback from these sources. We also conduct informal parent meetings at the centre.

5.1.18   A. List of participation of women students in intra- and inter-institutional sports competitions and cultural activities #File No. 25

B. List of participation of women students in intra- and inter-institutional sports competitions and cultural activities #File No. 25

5.2   Student Progression

5.2.1   Analysis of progression and trends for the last four years.

M.Sc. EM – Integrated and MBA Media Management

Student Progression	%
UG to PG*	30%
PG to M.Phil.*	-
PG to M.Tech./ Ph.D.	2010 : 1%
Ph.D. to Post-Doctoral	
Employed • Campus selection • Other than campus recruitment	2008: 65% 2009: 60% 2010: 70% 2011: 75% 2012: 70%

5.2.2   Programme-wise pass percentage during the time span stipulated: 99 % in all the programs.

5.2.3   Records of Number and percentage of students who appeared/qualified in examinations like UGC-CSIR-NET, UGC-NET, SLET, ATE / CAT / GRE / TOFEL / GMAT / Central / State services, Defense, Civil Services, etc.   Nil (No NET is offered in Electronic Media)

5.2.4   List category-wise with details regarding the number of Ph.D./D.Litt./D.Sc. theses submitted/ accepted/ resubmitted/ rejected in the last four years : Nil

5.3   Student Participation and Activities

5.3.1   A. List the range of sports, cultural and extracurricular activities available to students
- Annual Drama Presentation
- Music Appreciation Club
- Poetry and Literature Club
- Photography Club
- Film Appreciation Club
- Inter-Departmental Sports Meet
- Inter-Departmental Cultural Meet – Sfoorti
- Inter-Departmental Patriotic Dance Competition
- Inter-Departmental Patriotic Singing Competition
- Sports Selection Activities for UTD Team Participation

B. Sports and extracurricular calendar and details of students' participation.

2012-13   85 students participated in sports week and
65 students participated in Annual Cultural Event – Sfoorti

2012-11   100 students participated in sports week and
60 students participated in Annual Cultural Event - Sfoorti

2011-10   85 students participated in sports week and
95 students participated in Annual Drama

2010-09   70 students participated in sports week and
120 students participated in Annual Drama

2009-08   60 students participated in sports week and
90 students participated in Annual Drama

5.3.2   Details of the achievements of department students in co-curricular, extracurricular and cultural activities at different levels: University / State / Zonal / National / International, etc. during the last four years. #File No. 25

5.3.3   A. Gathered data and feedback from pass-out graduates :
Formal Feedback is conducted at the end of every semester.

B. Gathered data and feedback from employers :
Informal feedback is solicited from each employer visiting campus

C . Use of the data for the growth and development of the department :
The feedback forms from students are analyzed to let the faculties understand the problems of the students better and re orient themselves for the new batches.

5.3.4   Department special drives/campaigns for its faculty and students to promote heritage consciousness

- The students involved themselves in ANSH the online database project which basically concentrates on Creating Mass Awareness about Blood Donation so as to meet out the acute shortage of Number of Units of Blood required in Indore city received through Voluntary Donation. The students have launched a website www.anshdaan.org for the same.

- Shramdaan done by students to clean the campus-March 17, 2013

- Khan River Cleanliness Awareness Campaign – March 5, 2013

- Tree Plantation- September 2009, Aug. 2010, July 2011, July 2012, June 2013

5.3.5   A. Records of Department involvement and encourage its students to publish materials like catalogues, wall magazines, departmental magazine, and other material
Publication of student magazines: Scribblers – An e-magazine maintained by students. Web Magazine and Wall Magazine planned for 2013-14

B. List the major publications/ materials brought out by the students during the last four academic sessions.

5.3.6   A. Departmental Student and Alumni association or or any other similar body :

Alumni Cell exist

Year	Students
2009	Vishal Banjaria, Anand Joshi, Surbhi Nagar, Akanksha Shukla, Jaspreet K. Saini, Mansi Mishra, Rachna Maheshwari
2010	Shivam Tiwari, Gajendra Malviya, Saurabh Lakshakar, Shishya Pratap Singh, Rimi Sahu Vinita Chuglani
2011	Krapika Singh Jat, Rishabh Pandey, Abhijeet Tiwari, Soumya Samadhiya, Pankaj Rai Krishnaraj Singh, Ankit Mehta
2012	Juhi Goklani, Namrata Achar, Anurag Thakur, Dharmendra Paliwal, Priyanka Mulchandani Jaya Sachdev
2013	Atul Tiwari, Awnish Singh, Karnika Mishra, Anshika Yadav, Kiran Khubnani

B. Details on its constitution, activities and funding   Nil

5.3.7   Details of student representatives in Board of Studies, various academic and administrative bodies :

Board of studies have a topper of PG 1st year as member.

5.3.8   Any other information regarding Student Support and Progression which the university would like to include.

1. EMRC students has established a band name "Omkar" in January 2012
2. EMRC students have participated in following events in 2012-13
   - Sfoorti Music and Dance Competition
   - 15th August Patriotic Dance Competition
   - 26th January Patriotic Dance Competition

3. EMRC organized a bhajan sandhya in Kabir Yatra
4. Kabir Bhajan Sandhya by Padamshri Prahlad Singh Tipaniya
5. Eminent Kabirpathi Singer Parvati Bowl performed at UCC

CRITERION VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.1   Institutional Vision and Leadership

6.1.1   State the vision and the mission of the department in line with the University

Vision :
1. Developing a cutting-edge educational communication insights to thrive in an increasingly complex media environment
2. Preparing our students to become competent and thinking media professionals with value system for broad based development of citizen of country.

   Educational Multimedia Research Centre, a pioneering institute of Devi Ahilya University was established in 1991 as the. The Educational Multimedia Research Centre offers two post graduate programmes in Electronic Media. EMRC is one of twenty one media production center for CEC-UGC. The thrust of the media production and media research Projects is on the regional development and for betterment in accessibility of educational content for Malwa region.

6.1.2   Mission statement definition for the department's distinctive characteristics in terms of addressing the needs of the society, the students it seeks to serve, the institution's tradition and value orientations, its vision for the future,

Mission :

1. Endorsing holistic education process for overall personality development with a humane and global outlook.

2. Synthesizing in its educational model an entrepreneurial skill with focus on functional areas of Media & Entertainment Business.

3. In cultivating the best blend of Media Production Technology and Management ideas in every student of the institution.

EMRC distinctive characteristics :

1. EMRC had initiated the two courses in Electronic Media M.Sc. (Integrated) Electronic Media and MBA Media Management. The institute is imparting quality education in media and entertainment segment to both students and researchers.

2. Media and entertainment business is continuously reporting a growth of 17-18% every year, this calls for a huge requirement of media skilled people to fulfill the content requirement across the vertical. With these prospects, EMRC initiated the following job oriented professional programmes:

   - M.Sc. Electronic Media – Integrated 5 Yrs
   - MBA (Media Management) 2 Yrs.

3. The EMRC is a unique centre to offer Electronic Media Education, Media Research, TV Production and Broadcasting Services.

4. The institute has experienced and highly qualified team of faculty members aided with eminent academicians and visiting faculties from industry. The students are enriched through regular classroom interactions supported by practical exposure through seminars, workshops, guest lectures from personalities of the Industry and industrial visits to various corporate houses. Also summer training programme in the first half of the course and a Major Research Project in the second half make these programmes more fruitful. The institute is proud to be associated with many governmental and private sector institutions for better interaction with industries.

6.1.3 Write-up of

* ensuring the organization's management system development, implementation and continuous improvement

The department has built a very effective and smooth governance system in the department. The system follows a decentralized approach wherein the faculties as well as the administrative staff are catered with their respective responsibilities. All programme run in the department is managed by course coordinator, who is empowered for smooth conduction of programme.

Various committees/coordinators have been formed, for good governance in the department. These include: discipline committee, Anti-ragging committee, Flying Squad, Placement cell, Student faculty coordinator, Campus-industry interaction coordinator, Departmental Purchase committee, Examination committee, etc. All these committees have help in developing a very effective and flawless working

system in the department. This has also helped the department in meeting its academic, production and administrative goals

* interacting with its stakeholder
A continuous feedback system wherein feedback forms are filled by the students at the end of each semester help in assessment of the performance of faculties.

3.1.4   Records of Departmental and other committees meetings
#File No. 26

3.1.5   Write-up of a culture of participative decisions in the department
A Faculty meeting is called every month, in order to manage various academic and administrative activities in the department. In every meeting the issues raise are addressed with consent and consensus of all the faculties. Faculties enjoy the liberty to express their views and come forward with solutions to different problems faced by the department.

Various committees made in the institution work independently and help in taking decisions for better governance.

3.1.6   Record of grooming leadership at various levels

Participation of staff in all activities ensures development of leadership qualities. Faculties are assigned as Students Mentor, Batch Facilitators and Program In-charge on rotation basis.

3.1.10 Record of knowledge management strategy

EMRC is a dedicated centre for Knowledge capturing and sharing in various areas of educational communication. We follow two tier strategy of Knowledge Management. Level one is to capture and share knowledge of solicited expert. Level two is to generate organizational knowledge for maximum utilization of available resources.

6.1.11   Write up on

* Contributing to national development

1. Imparting quality education to the students and developing required skills in them so that they develop into very responsible citizens of our country and play a very constructive role in our national development.
2. Creating competent thinking media professionals.
3. Production of Educational TV content, e-content and FM Radio content through Gyanvani contributes to the academic need of students of the nation.

* Fostering global competencies among students

Inducting academic, research inputs coupled with exposure to many workshops, seminars, conferences, guest lectures, industrial visits, sports activities and management events leads to their total development. It inculcates knowledge, confidence and many other competencies among them so that they explore their skills globally.

* Inculcating a sound value system among students

- Youth without values and moral would prove to be a national liability. Right from the first day when a student enter our institute, we make it a mandatory to mould these young boys and girls so that they start understanding the importance of values in their life.

- Students are exposed to Induction programme, where they confront with such people who share their experiences of life with them and teach them to become a good human being, a confident human being. The coordinator for student activities formally instructs the students with Dos and DON'Ts very categorically.

- EMRC regularly organize lectures for students so that they inculcate sound values
  during their stay in the institution and for life.

* Promoting use of technology

EMRC is utilizing all sorts in technology to the maximum. Being media production centre, deployment of High end audio video processing technology is installed and utilized. Information Technology in terms of Audio Editing setup and Video editing setup is installed and used.

* Quest for excellence

The department has always aimed at imparting quality education for achieving excellence by focussing on enrichment of academic and research standards, capacity building and discussions on various priority issues through seminars, workshops, guest lectures and panel discussions. EMRC has student centric approach for learning. There is extensive use of ICT and latest equipments. Feedbacks are taken regularly for monitoring quality.

6.2   Strategy Development and Deployment

6.2.1   Perspective plan for development and write-up of policies and strategies to
* work for Vision and for achieving the mission
A host of activities oriented to achieve mission and vision of the department are undertaken. In today's world where knowledge and communication plays a very important role, students are trained to develop soft skills, presentation skills and they are taught theatre & photography skills. Practical exposure to students is given by industrial visits, guest lecturers where experts share their knowledge and experience. The case studies, Film show/festivals and examples discussed in the class also affirm the practical importance. Time to time curriculum is revised to keep up with the changing global scenario. The department would continue with these existing endeavors in addition to which we are in process of bringing up some new activities in order to inculcate creative and analytical skills in our students. This would be strategically planned by bringing a very systematic and transparent approach of establishing a very conducive environment in the department so that we could develop higher standards of teaching learning environment and infusing research capabilities among faculties as well as students.

∗ Enhancing Teaching and learning

To enhance teaching and learning, teachers are motivated to inculcate innovative and interesting teaching methods in class. Films, Case studies, Experiential theatre, PowerPoint presentations and group discussions are encouraged in the classroom teaching. Further for self improvement faculties are continuous motivated to participate and present papers in different seminars to be updated and well informed. A continuous feedback system by students prevails where students fill feedback form for each faculty for self assessment and improvement. The department would continue organizing various seminars, workshops, panel discussions, faculty development programmes, e learning practices and providing students with the practical exposure and real time corporate exposure. Also the focus would be to enhance the real time problem solving capabilities among students so that they become not only good academicians and but practically sound to shoulder all the upcoming responsibilities in life.

∗ Enhancing Research and development

Student perform a media research project as a part of Major Research project and prepare a paper based on the research. Every year almost 50 paper are prepared and presented before experts. A *Participative Dialogue Research Forum PDRF* is a platform where research scholars of various faculties participate and discuss about their research.

∗ Enhancing Community engagement

EMRC department would continue playing an important role in capacity building, it creates and maintains direct and indirect links with parents of the students, NGOs and local bodies which helps in all round development of the department. Further, community involvement programs like tree plantation and shram dan, blood donation and environmental conservation are conducted at department level.

∗ Enhancing Human resource planning and development

All the courses are well managed by the faculties and for any shortfalls visiting faculties are engaged. The faculties are encouraged to attend workshops and winter schools and participate and present papers in conferences and seminars. The department would continue in grooming the faculties through orientation, refresher programmes, workshops often organized by the department so that we could have a well developed, trained and efficient human capital in the department. This would help us in meeting our objectives very effectively.

∗ Enhancing Industry interaction

Industry experts are invited to the college to interact with students share their experiences and knowledge on regular basis. Students are required to complete their summer training after the second semester for first hand exposure of corporate environment.

EMRC would continue playing a pro-active role in shaping the emerging and dynamic corporate culture of Indore. The department through its *Placement Cell,* would provide on campus recruitment facility to our students. Besides this, we would provide proper counseling to the students for prospective *jobs.* The placement Cell is responsible for correspondence with the prospective employers, arranging pre-placement talks, personal campus interviews and providing other facilities that may be required by the visiting organizations.

∗ Enhancing Internationalisation
For enhancing internationalism delegates are invited in seminars and conferences to share their work and experience. The department is planning to indulge in student and faculty exchange programme for teaching, learning and research avenues.

6.2.2 Departmental organizational structure and decision making processes and their effectiveness.

The major decisions are taken in the departmental committee where Head is the Chairman. The financial and other issues are implemented as per the University direction.

6.2.3   Write up of functioning independently and autonomously and ensure accountability.

The department has full autonomy in academic matters. The Head is responsible for complete accountability.

6.2.5   Record of last four years, have there been any instances of court cases filed by and against the department, What were the critical issues and verdicts of the courts on these issues : Nil

6.2.6   Performance audit of the department by external experts :
2009 : Performance Audit carried out by Dr. Sanjay Wadwalkar, Chandigarh
2013 :   Performance Audit carried out by Dr. Rajendra Mishra, Research Scientist, CEC-UGC, New Delhi

6.3   Faculty Empowerment Strategies

6.3.1   Outcome of the reviews of self appraisal and PBAS and important decisions taken on that
Submitted to Establishment Section of University

6.3.3   List of teachers availing welfare schemes available for teaching and non-teaching staff.
The teachers avail the benefit of Teachers Welfare Scheme of the University.

6.3.4   List and number of attracted and retained eminent faculty in last 4 years   Nil

6.3.5   Gender audit during the last four years of the department achievements and pass percentages and its salient findings.

Course	No. of Male and Female passed in A and A+ grades and total passed											
	2009-2010			2010-2011			2011-2012			2012-2013		
	M	F	T	M	F	T	M	F	T	M	F	T
M.Sc. Integrated	01	02	5	00	00	14	00	01	37	0	3	12
MBA	0	1	10	00	02	26	00	02	14	2	1	37

6.4   Financial Management and Resource Mobilization

6.4.1   Statements of audited income and expenditure of academic and administrative activities of the last four years.

Income and expenditure is managed by the Finance Controller of the University

6.4.5   Efforts taken by the department for resource mobilization. : Constant and continuously upgrading the resources. Student fess / year is approx Rs. 46,000/-

6.4.6   Record of endowment funds created : Records Available with Finance Controller of University.

6.5   Internal Quality Assurance System

6.5.1   Details of department internal quality assurance and sustenance system, give details.

Departmental committee for IQAC exists. Details are hosted at www.iqac.dauniv.ac.in

6.5.2   Internal workshops to improve teaching, learning and evaluation

Orientation Workshop is carried out at the beginning of each semester. Workshop on teaching-learning.

6.5.3   Record of continuously review the teaching learning process :

Students Feedback is taken at the end of every semester.

6.5.4   Any other information regarding Governance, Leadership and Management which the university would like to include.

CRITERIA VII: INNOVATIONS AND BEST PRACTICES

7.1   Environment Consciousness

7.1.1   Department Area Green Audit details

We had the green audit done by School of Energy and Environment Studies, EMRC ensures the optimal usage of various energy sources and minimal wastage of them. 50% of the campus is lush green with various plants thereby enhancing the environment.

EMRC has lush green beautifully developed garden of 5000 sq. feet attached to campus has plants of Mango, Kachnar, Gulmohar, Madhukamini, Rose garden, Almond & Neem

7.1.2   Departmental initiative to make the campus eco-friendly?

* Energy conservation

Entire department is doing efforts to reduce or minimize the wastage of energy in their own possible manner. The staff is instructed strictly regarding the use of energy sources like Use fluorescent energy efficient bulbs, Shut off lights when leaving a room, during the day open curtains so that the sun do lighting in the department, clean your AC filter, don't air-condition an empty room, Use fans instead of air conditioners to significantly reduce your energy use, Turn off and unplug items when we are not using the (this includes AC, printer, projector cable boxes, computers, etc.), Set your computer to hibernate when not in use for 30 minutes, turn our monitor off when you leave the room for more than 20 minutes.

* Use of renewable energy

Solar power plant planned in 2012-13 UGC plan.

* Water harvesting :

Pits are made around the park area to sink water to ensure ground water level.

* Check dam construction : Nil

* Efforts for Carbon neutrality :

  Referring to the present scenario, department is making serious and sincere efforts to promote carbon neutrality thereby minimizing environmental harm. In lieu of the efforts department instructed the minimal use of vehicles in the campus, waste of electricity to be reduced, more hygiene and cleanliness to be maintained in the department. Various activity and event have been conducted for creating awareness about the hazardous impact of carbon emission on society.

* Plantation

  Besides being involved in conserving energy, the department is utilizing natural resources for dual purpose of beautification and environmental conservation. Planting trees and medicinal plants in the campus enhances the optimal usage of the land in the campus thereby motivating students to maintain a green and clean environment which proves to be useful for all. Special plantation drives are planned and implemented on several occasions along with regular maintenance of the green area of the campus. Lush green garden named 'Srijan Vatika' is a serene place in the department.

* Hazardous waste management : No Hazardous waste is used in the department.

* e-waste management : University level buy back scheme is followed for e-waste disposal

* any other (please specify)

7.2   Innovations

7.2.1   Give details of innovations introduced during the last four years which have created a positive impact on the functioning of the department

It is the commitment of the department for innovation in education to bring together a wide-ranging set of methodological and analytical approaches to the review of the syllabus keeping in mind the current requirement of media and entertainment industries.. Updating the syllabus involves all the stakeholders like present students, alumni, board members, faculties etc. Concentration on personality development has been our prime motive and for it we have been providing our students with special inputs in the form of grooming lectures from the industry and relevant local bodies. Communication is another essential part of our development program for the students whereby we pay special attention to their English speaking abilities' development as majority belongs to the Hindi belt. English being the business language and personality being the essence of the success in today's scenario, we try to inculcate all relevant skills in our students thereby enhancing their employability and making them fit for the corporate world. Besides classroom teaching, students are exposed to various creative skills enhancing activities like photography, music, poetry, literature and quiz. Students are given platform to witness creative videos lectures by the experts of their relevant field, documentaries on various trends of film making. The department has played an important role in capacity building i.e. creating and maintaining direct and indirect links with parents of the students, NGOs and local bodies that helps in all round development of the department.

7.3   Best Practices

7.3.1   Give details of any two best practices which have contributed to better academic and administrative functioning of the department.

Format for Record of Best Practices of the department

1. Title of the Practice
   'Earn while Learn' A unique participative learning program for students of M.Sc. Electronic Media Integrated 5 years students.

2. Objectives of the Practice
   What are the objectives / intended outcomes of this "best practice" and what are the underlying principles or concepts of this practice (in about 100 words)?
   Earn while Learn initiative is designed to :
   - Involve student in hands on production with sense of accountability
   - Financially support students
   - Groom them as independent media professional
   - Use of ICT, EDUSAT and resource

3. The Context
   What were the contextual features or challenging issues that needed to be addressed in designing and implementing this practice (in about 150 words)?
   National reach of the resources in the form of e-content. Variety of subjects like Environment Science, Hindi Literature, Hindi Language, Photography, Computer Science is converted from text book to e-content format. Students gradually learn to deal each subject and subject expert in the process of production.

4. The Practice
   Describe the practice and its uniqueness in the context of India higher education. What were the constraints / limitations, if any, faced (in about 400 words)?

   This practice enables institution of higher learning to avail resources in electronic form through CEC-UGC website and nonlinear mode of this content enables effective teaching amongst teachers.

5. Evidence of Success

Provide evidence of success such as performance against targets and benchmarks, review results. What do these results indicate? Describe in about 200 words.

Result indicates that students have developed a greater sense of accountability towards the media production assignment and it gave them an opportunity to take their project independently. It infused a sense of security as they could make out their pocket expenses from the remuneration. It worked as an incentive for them.

6. Problems Encountered and Resources Required

Please identify the problems encountered and resources required to implement the practice (in about 150 words).

Full utilization of resource can be insured with the adequate manpower only. Human Resources requirement is key area needs be addressed. Technically trained academic flavored man power is required in order to optimize the output.

7. Notes

Optional. Please add any other information that may be relevant for adopting/ implementing the Best Practice in other institutions (in about 150 words).

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