

S. J.M.C AT GLANCE

MEDIA BHAVAN – S. J. M. C.



SELF STUDY REPORT OF

SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Faculty of Arts

1. Name of the Department : **School of Journalism and Mass communication**
2. Year of establishment : **1986**

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

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 first time and Last Academic Year recognitions. (NA)

If the department offers Distance Education Programmes (DEP) then Number of programmes offered. (NONE)

Name of Each Programme

Letters for approvals by the Distance Education Council.

A.2 Copy of Ordinances related to the courses in the department (Annexure 1)

B.A.(Hons) Mass Communication (Attached): Ordinance 119

M.A.(Mass Com`munication: Ordinance 97

B.J. Mass Comm

M.Phil Mass Communication: Ordinance 21

Ph.D. Mass Comm: Ordinance 18

A.3 Number of working days during the last academic year.

235

Number of teaching days during the past four academic years.

186

188

183

185

(‘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 <i>Recruited</i>	1(SF)	1(UGC) 1(SF)	2(UGC) 3(SF)	4	2

	Teaching faculty				
<i>Yet to recruit</i>					
Number of persons working on contract basis		-	3 contract.	-	-

A.4.1 Qualifications of the teaching staff

Highest qualification	Professor		Associate Professor		Assistant Professor		Total
	Male	Female	Male	Female	Male	Female	
Permanent teachers							
D.Sc./D.Litt.			-	-	-		
Ph.D.	1		0	-	-	1	2
M.Phil.			-	-	-	-	
PG			0	-	1	-	1
Temporary teachers							
Ph.D.							
M.Phil.			-		-	-	-
PG					2	1	3
Part-time teachers (Courses Visiting Faculty)							
Ph.D.							4
M.Phil.							1
PG							6

Emeritus, Adjunct and Visiting Professors and their sanctions.

	Emeritus	Adjunct	Visiting
Number	-	-	-

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
01	July-Dec 2012-13 & 2013-14	First and Third sem	B.A.M.C. III M.A.M.C. I	Shri Ram Tamrakar	M.A., B.Ed., F.A. (FTII, Pune)	40 Years	40Hr. in each Sem.
02	„		M.A.M.C III M.Phil I	Dr. Mamta Ojha	M.A. in Journalism and communication,	23 Years	„

			Sem, B.A. VI Sem		B.Ed., Ph.D.		
03	„		B.A.M.C. III M.A.M.C. I	Subandhu Dubey	Ph.D., M.A.,	30 Years	„
04	„		M.Phil I	Prof. Neelam Hingorani	Ph.D., M.A.	25 Years	„
05	„		B.A.M.C. I	Prof. V.K. Nagar	Ph.D., M.A.	25 Years	„
06	„		B.A.M.C. I	Ms. Anita Patidar	M.A., M.Phil, Ph.D. (Pursuing)	02 Years	„
07	„		M.A.M.C . III, M.Phil I	Ms. Pragya Singh	M.C.A., M.Tech	02 Years	„
08	„		B.A.M.C. V	Mr. Mubassir Ganie	M.M.C., M.Phil, Ph.D. (Pursuing)	01 Years	„

A.6 Copies of Latest Biodata of Faculty in positions in the Department.
(Annexure 2)

A.7 1. Copies of Yearly Performa Based Assessment Records of Faculty in positions in the Department.
(Annexure 3)

2. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors)

	Sanctioned	Filled
Professor	1	0
Associate Professors	2	1
Asst. Professors	5	2 Regular + 3 contractual.

3. Faculty profile with name, qualification, designation and specialization

(D.Sc./D.Litt./ Ph.D./M.Phil., etc.) (Attached)

Name	Qualification	Designation	Specialization	No of year of experience	No of Ph.D. Student Guided	Ph.D. Registered
1	2	3	4	5	6	7
Dr. Mansingh Parmar	LLM, MMC, Ph.D.	Professor	Media Research , Media law , Mass Comm	20 Year	18	8
Mr. Premjit Singh	B.J., M.A.	Assistant Professor	Reporting and Editing	19 years	Nil	Nil
Dr. Sonalee Nargundee	Ph.D., M.Com., M.M.C.	Assistant professor	Development communication	8 years		8
Mr. Saket Raman	M J , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Communication theories, Print and new media.	6 years	Nil	Nil
Mr. Bachcha Babu	M AMC , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Elect. media & management law-ethics.	2 years	Nil	Nil
Miss Amita	MSc.MC , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Elect. media, communication.	3.5 years	Nil	Nil

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. **(No Temporary Faculty)**

Percentage of classes taken by visiting faculty – programme-wise each semester wise information – **(50%)**

Programme- wise student teacher ratio.

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

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

Staff	Filled	UnFilled

Technical Staff	Nil	1
Administrative	1	Yes

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

Students	UG	PG	Integrat ed 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	182 M-105 F-77	52 M-35 F-17	-	5(M) 6(F)	M-10 F-5	-
From other states of India	-	-	-	1(F) 7(M)		-
NRI students	-	-	-	-		-
Foreign students	-	-	-			-
Total	182	52	-	15	15	-

*M-Male *F-Female

Total 249 (Male 149 Female 100)

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.25360 Per Student Per Annum

(b) Excluding the salary component = Rs.17860 Per Student Per Annum

A.8 A. Faculty recharging strategies

Academic Staff Development Programmes	Number of faculty
Refresher courses	Prof. M S Parmar Mr. Premjit Singh Dr.Sonalee Nargunde Mr. Saket Raman

Academic Staff Development Programmes	Number of faculty
	Mr. Bachha Babu Miss Amita
HRD programmes	-
Orientation programmes	Prof. M S Parmar Mr. Premjit Singh Dr.Sonalee Nargunde
Staff training conducted by the university	-
Staff training conducted by other institutions	-
Summer / Winter schools, workshops, etc.	Dr. Sonalee Nargunde

B. Number and list of faculty with course details of faculty development programmes, academic staff college programs or other faculty recharge programs Refresher course winter school organized in collaboration with Academic Staff Collage.

- One Refresher Course Organized in Collaborations with Academic Staff Collage.
- One winter school organized in collaboration with ASC.

A.9 Student projects

- percentage of students who have done in-house projects including inter-departmental projects . **(100%)**
- percentage of students doing projects in collaboration with other universities / industry / institute .**(Nil)**

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

- * **Dr. M S Parmar** was awarded for **promotion of quality education** in journalism by Malwa shramjivi patrakar sangh.
- * **Dr. M S Parmar** got **Educationalist award** by Vishwa Brahman Sangh and

Indore sewa trust-2012.

- * **Dr. M S Parmar** was awarded by Malwa rangmanch samiti, MP-2013.
- * **Dr. Sonalee Nargundee-** Bhartendu Harishchandra Award by Information & Broadcasting ministry (India)-2010.

- Doctoral / post doctoral fellows. (Nil)
- Students. (Nil)

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

(Annexure 4)

- **One National Seminar (Media Freedom v/s Control)**
- **One Workshop on science writing.**

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

A.12 Student profile course-wise:

S. No.	Course Name	M/F Ratio
1	B.A.M.C. 2010-2013 Total Student (67)	M=32 / F= 35
2	B.A.M.C. 2011-2014 Total Student (68)	M=41/ F= 27
3	B.A.M.C. 2013-2016 Total Student (67)	M=33 / F= 34
4	B.A.M.C. 2012-2015 Total Student (52)	M=21 / F= 31
5	M.A.M.C. (12-14) Total Student (28)	M=22 / F=6
6	M.A.M.C. (13-15) Total Student (28)	M=11 / F=17
7	M.A.M.C. (11-13) Total Student (38)	M=20 / F=15
8	B.J.M.C. 12-13 Total Student (4)	M=1 / F=3
9	B.J.M.C. 12-13 Total Student (3)	M=1 / F=2
10	M.Phil. 12-13 Total Student (15)	M=11 / F=4
11	M.Phil. 12-13 Total Student (13)	M=10 / F=3

School of Journalism & Mass Communication
D.A.V.V., Indore
B.A. 1st Sem 2013-2016

S.No.	NAME
1	Adiba Qureshi

2	Aditi Agrawal
3	Akshay Jain
4	Aman Phanese
5	Amitesh Adichwal
6	Amtullah Haidry
7	Anagha Sharma
8	Anjali Nagar
9	Anurag Vyas
10	Arpita Biswas
11	Ashish Alex
12	Ashish Shivhare
13	Ayush Pratap Singh
14	Ayush Yadav
15	Ayushi Mishra
16	Chintan Shukla
17	Chirag Tandon
18	Deeksha Vipat
19	Garima Rijhwani
20	Harsh Yadav
21	Harshad Trivedi
22	Himanshu Dubey
23	Jarold Bhalroy
24	Jaydeep Singh Tuteja
25	Kanchi Billore
26	Karishma Babu
27	Kirti Rathi
28	Mansi Sharma
29	Muktanshi Jain

30	Mukul Neem
31	Naman Soni
32	Neha Limba
33	Neha Manghnani
34	Nilesh Kharadi
35	Noopur Bhadoria
36	Parasram Uthod
37	Parvinder Arora
38	Prashank Nema
39	Prashasti Joshi
40	Rahul Acharya
41	Rashi Somani
42	Ritika Binjwa
43	Saloni Jain
44	Saloni Surana
45	Samyak Pandey
46	Sandeep Kumar Marskole
47	Shivani Narang
48	Shreya Chakrawarti
49	Shubham Gour
50	Sonam Gupta
51	Soniya Bhabar
52	Sourabh Soni
53	Sourabh Tiwari
54	Srishti Sawant
55	Srushti Jadhav
56	Udbhavi Upadhyay

57	Udit Prajapati
58	Urvashi Bagtharia
59	Vaibhav Yadav
60	Venket Raghuvanshi
61	Vibhuti Wange
62	Vishakha Tak
63	Yashvardhan Bohra

School of Journalism & Mass Communication
D.A.V.V., Indore
M.A. 1st Sem 2013-2015

S.No.	Student Name
1	Amrita Kumari
2	Angad Singh Saluja
3	Ankita Methwani
4	Ankita Upadhyay
5	Anubhuti Pateria
6	Ashu Dube
7	Ativeer Bohra
8	Chetna Guad
9	Chirag Sharma
10	Dhawal Arora
11	Indrajeet Singh Thakur
12	Muhd. Bilal Chhipa
13	Muhd. Zaid Quadri
14	Mukta Bhawsar
15	Niraj Salvi
16	Piyali Majumdar
17	Prakrati Neema
18	Priya Vyas
19	Ramkinker Pathak

20	Ranjna Kushwaha
21	Rima Chouhan
22	Shreelisha Solanki
23	Shruti Mandlik
24	Siraj Ur Rehman Shekh
25	Smriti Singh
26	Sudarshan Sharma
27	Tina Sharma
28	Vinay Singh Baghel

School of Journalism & Mass Communication
 D.A.V.V., Indore
 B.J. 1st Sem
 2013-14

S.No.	Name
1	Kapil Gupta
2	Nikita Matihil
3	Prerna Shrivastav

School of Journalism & Mass Communication
 D.A.V.V., Indore
 M.Phil 1st Sem 2013-14

S.No.	Name
1	Arti Mandloi
2	Arushi Bhatnagar
3	Atul Singh
4	Chandra Shekhar Kumar
5	Danish Anwar

6	Kamayani Shukla
7	Kapildev Prajapati
8	Monal Agrawal
9	Niranjan Kumar
10	Ravikant Sharma
11	Satish Chouhan
12	Vijay Chourasia
13	Vikas Thakur

Exam Conducted Through CET

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

A.13 Diversity of students

Name of the Course	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
B.J.	100%	-	-	Nil
B.A. Mass Communication	64.15%	28.30%	07.55%	
M.A. Mass Communication	82.14%	10.71%	07.15%	
M.Phil	26.66%	20%	43.34%	
Ph.D.	100%	0		

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.

- 1). Vivek Sharma (Gen 2012)
- 2). Deepmala Gupta (PH 2010)
- 3). Atul singh (OBC 2013)

All 3 cleared NET-JRF examination.

A.15 Record of Student progression

Student progression	Percentage against enrolled
UG to PG	4.27
PG to M.Phil.	6.66
M.Phil to Ph.D	1%
Ph.D. to Post-Doctoral	0%
Employed	60%
• Campus selection	40%
• Other than campus recruitment	60%
Entrepreneurs	4

A.16 Record of Diversity of staff - All three permanent faculty are from same university

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.-(**00**)

A.18 Present details of infrastructural facilities in the department with regard to

a) Library – (**A Rich Library with 3613 titles.**)

CD=(**43**)

Video Lecture=(**Nil**)

Journal = (**12 Per Year**)

b) Internet facilities for staff and students – (**Available**)

- c) Total number of class rooms. **(08)**
- d) Class rooms with ICT facility **(04)**
- e) Students' laboratories **(02)**
- f) Research laboratories
 - A well equipped research laboratory and a central Library which is fifty meters away is also accessible to students. It has a number of titles and volumes related to Journalism & Mass Communication.

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

- a) from the host university - **15**
- b) from other universities - **03**

From host University:-

Dr. Gajendra singh chouhan
 Dr. Pavitra Shrivastava
 Dr. Sonalee Nargundee
 Dr. Rachna Gangwar
 Dr. Pravin tiwari
 Dr. Surekha Thakkar
 Dr. Vidhan Nigam
 Dr. Pooja Mahesh
 Dr. Mamta Ojha
 Dr. Anuradha Sharma
 Dr. Dharmesh Dhamankar
 Dr. Rashmi Dubey
 Dr. Raju Jhon
 Dr. Manisha Sharma
 Dr. Sidharth Machhiwal

From Other University:-

Dr. Narendra Tripathi
 Dr. Anand Paharia
 Dr. Yogesh Gupta

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

- **State Government Gives Scholarship to SC,ST and OBC Students.**

A.20 Methodology of need assessment exercise undertaken before the

development of new programmed(s)

- Academic experts suggest the need of development of new programs.

A.21 Records of feedback from (**Annexure 5**)

Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback? Regularly taken.

- Departmental committee and board of study consider the required changes. Feed back is taken from peers, stack holders and students. Feedback is analyzed by the department and discussed during department meetings. Finally any major changes, minor revision in curriculum is done as per ordinance 31.
- The provided feedbacks analyzed by the department and discussed during department committee and make changes according to feedback to solve the problems of the students. Teachers students meeting also conducted to resolve the problems as well as grievances.

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

- Students give feedback in every semester. It is analyzed and teachers are suggested to solve out the problem.

b. Alumni and employers on the programmes offered and how does the department utilize the feedback?

- Alumini and employers give regular feedback. It is analyzed and used.
- Department introduced the necessary changes. Department improve the program by incorporating the suggestions from feedbacks.

A.22 List the distinguished alumni of the department (maximum 10).

(**Annexure 5.1**)

Shri Kalpesh Yagnik : Editor Dainik Bhaskar, All india News paper
Shri Pankaj Mukati ; Editor Dabang Dunia, Indore

Dr. Surekha Thakkar: Vice Chancellor Raipur University, Chattisgarh
Dr. Dharmesh Dhamankar: head, Dept of journalism Nagpur University,
Maharashtra
Dr. Narendra Tripathi: Head, Dept. of Electronic Media, Kushabha Tkakare
University, Raipur, Chattisgarh
Shri. Anand Pahariya : Faculty Delhi
Dr. Mamta Ojha, Guest Faculty Dept. of Journalism , DAVV Indore
Shri. Hryadesh Dixit : Pradesh Today, Bhopal, M.P.
Dr. Rachna Gangwar Lucknow University, U.P.
Dr. Sonalee Nargundee Lecturer DAVV, Indore

A.23 Details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.

(Annexure 5.2)

1. Guest lecture by shri jaideep karnik- webduniya Indore, 23-12-12
2. . -----“----- by Shri Kamal Dixit- Senior Journalist. 15-05-13
3. . -----“----- by Prof. Tapti Basu- Calcutta University, 25-12-12
4. -----“----- by Prof. B.K. Kuthiyala- Vice Chancellor, Makhanlal University of Journalism and Mass Communication, 20-12-2012
5. -----“----- by Prof.Sachidanand Joshi, Kushabhao Thackrey University, Raipur, 08-01-2013
6. Workshop on Science Communication, 22-01-2012 to 25-01-2012
7. Workshop on AIDS Awareness, 24-11-2008
8. Seminar on Mass Communication, 28 and 29 March 2012
9. Dr. Ved Pratap Vedik, Eminent Journalist New Delhi, 17-04-11

A.24 Record and List of the teaching methods adopted by the faculty for different programmes.

- Power point presentation,
- Educational tour,
- Guest Lectures of Eminent personalities.

A.25 Record of Monitoring by the department ensure that programme objectives are constantly met and learning outcomes are monitored.

- Program Objective are decided by departmental committee. Learning outcomes are students result, presiding to higher study and placement. Learning outcomes are measured and monitored by committee of following members-

- (A) Prof. Maan Singh Parmar (Head)
- (B) Dr. Sonalee Nargundee.
- (C) Mr. Saket Raman.
- (D) Miss Amita.
- (E) Mr. Bachha Babu.

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

- a. Participation in keeping the campus clean activities.
- b. Participation in plantation activities.
- c. Organize of rallies of students for different social cause.
- d. Students and teachers participated in plantation in the department.

A.27 Details of “beyond syllabus scholarly activities” of the department.

- a. Participation in Various conferences, Seminar and lectures.
- b. Educational visit of Media organizations.

A.28 Information about programme/ department accreditation/grading by other agencies? If yes, give details. (**No**)

A.29 Write up of highlight the contributions of the department in generating new knowledge, basic or applied.

- New Knowledge generated in the department through regularly organized debate activities, Seminar and workshops etc. Though Ph.D and M.Phil thesis new knowledge has been generated. Faculties and scholars regularly involved in research. Many Research Paper have been Published. Doctorates and PG Students have studies and are serving the nation since Inception in 1986.

A.30 Write up of Future plans of the department.

- 1. Department Plans to Introduce new courses in

- a. Development communication
- b. Corporate Communication.
- c. Speech Communication.
- d. Advertising and Public Relation

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

A.31 Record of any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Five strength

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

Weakness

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

Opportunities

- a. All Technical Facilities available
- b. Good Studio for T.V. Infrastructure
- c. G+3 building with best infrastructure.
- d. Qualified faculties.
- e. Strong Research base in Journalism

Challenges

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

A.32 Write up of efforts for Quality Sustenance and Assurance in the department

- The department maintains quality in teaching by having the most updated syllabus, giving practical assignment to students, have competent faculty team.

The Members of Quality Sustenance and insurance Teem are participating in following one day work shop organized at university.

- a. Quality issue in paper Setting and Evaluation on September 26, 2012
- b. Quality in teaching learning processes, May 10th, 2013

- c. C.B.C.S. may 15th, 2013
- d. Fostering excellence in research, Jan 15th, 2013

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 (**Annexure 6**)

- **The date of last updation of curriculum was -: 08/01/2013 in which Ph.D (coursework) syllabus was prepared and on 11/06/2012 all syllabus was revised.**

Objective of different courses

A-: M.Phil

Objectives of Course :-

- To develop research attitude and research skills to understand media and to make use of them.
- To prepare the students according to the demand of media and journalism teaching.
- To familiarize the students with the working of media both Print, Electronic & New media.
- To sensitize students about human values, culture, development of society, environment etc. in relation to media.
- Focus of the course will be on developing research aptitude and sense.

B-: M.A.M.C

Objectives of Course :-

- To familiarize the students with the working of media both Print, Electronic & New media.
- To develop working skills needed for newspapers, Magazines, Radio, T.V. and web Journalism.
- To familiarize students with film appreciation and photo journalism.
- To develop research attitude and research skills to understand media and to make use of them.
- To develop writing skills for different formats used in media.
- To sensitize students about human values, culture, development of society, environment etc. in relation to media.
- Focus of the course will be on print journalism and electronic media.
- To prepare the students according to the demand of media industry and journalism teaching.

C:- B.A.M.C

Objectives of Course :-

- To prepare the students according to the demand of media industry and journalism teaching.
- To develop basic knowledge about journalism and mass communication and to prepare students at basic level.
- To familiarize the students with the working of media both Print, Electronic & New media.
- To develop working skills needed for newspapers, Magazines, Radio, T.V. and web Journalism.
- To familiarize students with film appreciation and photo journalism.
- To develop writing skills for different formats used in media.
- To sensitize students about human values, culture, development of society, environment etc. in relation to media.
- Focus of the course will be on print journalism and electronic media.

Curriculum Objective and course Plan of Each paper taught uploaded at dauniv.ac.in Whether uploaded on website-

Yes No

1.1.1.A Eligibility for admission to each course.

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Group	Courses	School of Studies	Eligibility	Seats
A	M.A. (Mass Comm.)	School of Journalism and Mass Communication (SJMC)	Graduation in any stream with 50%	35
A	Bachelor of Journalism	School of Journalism and Mass Communication (SJMC)	Graduation in any stream with 50%	25
B	B.A. (Hons) Mass Communication	School of Journalism & Mass Communication (SJMC)	12th in any stream with 50%	70

1.1.1.B Whether reflects Vision and Mission

Yes No

1.1.1C Write on reflection of vision and mission

- **The school of journalism and mass communication is one of the best institute in media education at national level. It provides creative opportunities to the innovative people. It convert their abilities into art and science of consequential communication. The School of journalism and mass communication aims for shaping the students in a manner that they can contribute their best to media industry. Values are taught to students during studies. Social outreach activities are planned regularly. Department Undertakes Regular Feedback and Monitors Quality.**

Mission:

- **Educating and empowering the learners and Media students to realize their potential through righteous blending of knowledge, skills, and values for serving the society and to prepare responsible citizens and ethical media persons**

1.1.2 Details of process followed in last revision of Curriculum.

A. Need Assessment.

Need Assessment based on Students feedback, advice of following external experts, & faculty members of department.

B. Faculty involved in curriculum design (List of members)

Prof. Mansingh Parmar, HEAD
Dr. Sonalee Nargundee, FACULTY

Pro. Tapti Basu (Calutta, External Experts)
Pro. Manoj Dayal (Hisar, External Experts)

C. Records of Departmental Committees/Board approvals of the designed curriculum. (**Annexure 6.1**)

D. Records of External Experts Opinion of the designed curriculum. (**Annexure 6.2**)

E. Records of External Experts Feedback of the designed curriculum. (**Annexure 6.3**)

F. Records of Student Feedback opinion on the existing curriculum.

G. Records of Syllabi of National tests, Eligibility Tests and Examinations example, GATE, NET, Service Commissions, National Councils, for the each curriculum, if any,. (**Annexure 6.4**)

1.1.3 Detailed write up out each course in reference to

- * Employability
- * Innovation
- * Research

M.Phil, M.A. and B.A. (Hons) in Mass Communication

Employability:

- PG Course Curriculum has a number of components in the syllabus encompassing the syllabi of national level examination such as NET. Thus providing opportunities in higher educational sector. Also advance subjects, for example International Communication & Corporate Communication are taught for employability in corporate Sector in Corporate Sector.

➤ **Innovation:**

PG IV semester of the course is completely dedicated for research/dissertation work. The work should be novel, therefore it provides opportunity to enhance practical and experimental skills among students to make them able to innovate.

➤ **Research:**

M.A., M.Phil and Ph.D students work very hard under the supervision of our Faculties. There is a well equipped Research room for the Researchers. Research is substantiated by number of publications. The school promotes ethical research culture.

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? **N/A**

1.1.5 A. Record of Interactions, Opinions and Feedbacks for the designed curriculum with External Research Bodies. Annexure 7

B. Records of Interactions, Opinions and Feedbacks for the designed curriculum with Industrial Experts, particularly in case of Professional Courses. **(Annexure 6.2)**

C. Records of Interactions, Opinions and Feedbacks for the designed curriculum with Stake Holders, such as eminent personalities, Visitors to the departments, parents. Interacted with following editors in news paper industry. **(Annexure 6.2)**

- a. Shri Vinod Purohit (Patrika, Indore)
- b. Shri Kirti Rana (Dabbang Duniya, Indore)
- c. Shri Jai Deep Karnik (Web Duniya, Indore)
- d. Shri Kranti Chaturvedi (NavBharat Times, Indore)

D. Records of Alumni opinion on the existing curriculum (may be taken in an Alumni Register).

1.1.6 List of Department Courses which are also introduced in University affiliated colleges also. List of colleges who introduced those courses

- 1. Prestige Institute of Management and Research.
- 2. Choithram Collage of Professional studies.
- 3. Renaissance Collage
- 4. Government Arts and commerce Collage.
- 5. Indore Institute of Law
- 6. Patrakarita Mahavidhyalaya, Agniban
- 7. Kothari Collage.

1.1.7 Details of additional skill-oriented programmes designed for the colleges, Employees, Faculty relevant to regional needs

- Work Shop on Science Communication, 22-01-2012 to 25-01-2012.
- National Seminar on Media Freedom vs Control, 28th and 29th March 2012.

1.2 Academic Flexibility

1.2.1 List of Courses taught in Department on campus

B.A.(Hons) in Mass Comm.

M.A. in Mass Comm.

B.J. in Mass Comm

M.Phil,

Ph.D

* Overseas programmers offered on campus. **Nil**

* Programmes available for colleges to choose from.

M.A., B.J.M.C., M.Phil and B.A.(Hons) Mass Communication course are also running in colleges.

1.2.2 Records on the following provisions with reference to academic

flexibility

- a. List of Core/ Elective options
- b. List of Enrichment courses
- c. List of Courses offered in modular form
- d. List of courses/papers with Credit accumulation and transfer facility
- e. Details of Lateral and vertical mobility within and across programmes, courses and disciplines

- 1.2.3 Records of International students. **Nil**
- 1.2.4 Records of Courses developed targeting international students, if any. **Nil**
- 1.2.5 Record of dual degree and twinning programmes. **Nil**
- 1.2.6 A. List of students, Admission Process, Fee structure of each programme (**Annexure 7**)
B. Record of Teacher qualification and salary parity and differences (if any) at par with the aided programmes
- All are getting UGC Scale. Difference is in state and central allowance, only.
- 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) Planned in 2013-14.
- 1.2.9 Records of Departmental Academic Calendars of each semester. Hosted at website www.dauniv.ac.in (**Annexure 7.1**)
- 1.2.10 Records of Inter-disciplinary programmes, Name of interdisciplinary program and details of students undertaken those programmes. Planned for 2013-14.
- 1.3 Curriculum Enrichment
- 1.3.1 A. Record of academic years in which each of the courses was revised. (**Annexure 6**)

B. Records of review, up-gradation, (Yes)

C. Records of social relevancy,

- Media is considered as fourth arm of democracy. We prepare students according to our traditional values. Our students are combination technology and morality.

D. Records of job orientation

- Prepare students to work in media and courses are socially relevant. We help our students in Placement activities and many of students got placement in renowned Media organizations.

E. Records of knowledge intensive nature of each course:-

- Syllabus is vast and covers major areas, on the Other hand also provide deep insights of topics covered.

F. Records of meeting the emerging need of students:-

- Planned such that students get jobs in the higher education, print media and corporate sector.

G. Records of meeting the emerging need of stakeholders:-

- We are sincere about the interest of our stakeholders. We organize alumni meet, parent-teacher meet regularly. We collect their feedbacks and implement them according to the requirement of the industry. As well as our focus is to get our student placed.

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

- * Inter-disciplinary
- * programmes in emerging areas

Ph. D (coursework introduced)

1.3.3 A. Details of strategies adopted for the revision of the existing programmes:-

- Expert Opinion taken. Students Feedback also taken.

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

100%

1.3.4 A. Details of Value-added courses offered

B. Details of these courses access to students

- There is a paper in M.A. 3rd Semester and M.Phil on International communication. Addition of such a kind of subject in curriculum gives a global touch to the curriculum and takes the students towards globalization.

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,). **N/A**

1.4 Feedback System

1.4.1 A. Copy of Feedback form to obtain feedback from students/student class representatives regarding the curriculum. (**Annexure 6.4**)

B. Details of action and use of on feedback from students.

- Suitable modification done in curriculum.

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

- Feedback taken from the experts of media industry and academicians.

(**Annexure 6.3**)

B. Conducting webinars Planned for 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 2013-14

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.

- Affiliated institution gives feedback through regular meetings.

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

- Curriculum is shown to people of media industry, Students, Alumni, teachers and suitable modification done.

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

- Curriculum is regularly revised through board of studies. In which we focus on the demand of the Media industry because the field is changing with a fast speed. Ordinance 31 Provides Academic Autonomy to University Teaching Departments.

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.

Copy of CET Examination advertisement enclosed.

Minimum Percentage for Admissions and Eligibility for Appearing in Entrance Test -

- Minimum percentage and admission criteria for admission to courses being offered by the University are mentioned in the Tables 1 & 2 of this document. For minimum eligibility criteria percentage of marks in aggregate in qualifying examination kindly refer to the Tables 1 & 2 of this document. A relaxation of 5% in the eligibility criteria shall be admissible to the bonafide SC/ST applicants of Madhya Pradesh only. A relaxation of 5% in eligibility will also be applicable to Physically Challenged (Nishaktjan) as defined by M.P. Government.
- The candidates awaiting their results of qualifying examination can also apply for admission but the candidate has to submit the final mark sheet of qualifying examination by 14th August 2013 or the date as decided by the University.

- Candidates who have passed their qualifying examination from universities other than Devi Ahilya University are required to submit Eligibility Certificate issued by the Devi Ahilya University, Indore.
- Fresh admission will be given only in first semester / first year of the course.

Age Limit

As per the government rules the upper age limit for male candidates in admission to undergraduate courses is 22 years whereas for postgraduate degree courses it is 27 years as on July 01, 2013. A relaxation of three years in upper age limit for SC / ST / OBC and physically handicapped candidate shall be provided for the applicants of Madhya Pradesh only. For candidate belonging to physically challenged category upper age limit for admission to Graduate and Post Graduate courses will be 30 and 35 years, respectively. There is no upper age limit for female, MBA (HA 2 yrs) and LLM candidates. For B.A. LL.B. course, upper age limit is 20 yrs for general category and 22 yrs for SC/ ST/ OBC.

Non-Eligibility for Admission

If the age is more than the requisite age.

An applicant convicted by the court of law in India or outside or one against whom cases are being tried in the court/s or challan has been presented or have verifiable allegations against them concerning misbehavior/beatings of students/officers/employees or a person against whom disciplinary action has been taken by Devi Ahilya University or any other University shall not be eligible for admission.

A full time government employee/non-government employee cannot take admission in courses run during working hours. However, they can take admission in courses run after regular working hours. For the same they will have to produce a No Objection Certificate (NOC) from their employer.

Admission to N.R.I and PIO / Foreign Nationals:

Foreign Nationals / Person of Indian Origin (PIO)-

- *Foreign Nationals* : Citizen of all countries other than who are not of India origin as defined under PIO. Foreign student in this context shall be defined as the student who possesses the foreign passport.
- '*PIO*' means Persons of Indian Origin: PIOs are such persons who are citizens of other countries (except Pakistan and Bangladesh) who at any time held an Indian Passport, or who or either of his / her parents or any of his / her grandparents was a citizen of India by virtue of the provisions of the Constitution of India or Sec 2(b) of Citizenship Act, 1955. (Act No. 57 of 1955).

15% Seats in all the programme are reserved for foreign nationals/ PIOs over and above the sanctioned intake. The candidates seeking admission against these seats shall be eligible for admission without the Entrance Test. Such candidates should fulfill the eligibility requirements of the concerned programme with at least 45% marks in aggregate in the qualifying examination. Such candidates should apply to the *Chairperson, Admission Committee, DAVV* separately. If the candidate fulfills all the qualifications, the University shall issue provisional admission letter to him/her and inform the concerned Indian High Commission/ Embassy. On the basis of the provisional admission letter, the Indian High Commission/ Embassy will issue a student visa to enable the student to come to India and join the University. It will be the sole responsibility of the student to seek admission in the concerned program within the time limit prescribes for admissions. No foreign student shall be admitted to any programme of University unless he/she fulfills the following conditions:

- Possesses eligibility certificate issued by the University.
- Deposited the requisite registration / renewal fee and immigration fee.
- Produces original passport and valid student visa.
- Certificate from the competent Media Officer to the effect that candidate is not HIV positive or suffering from AIDS.
- Certificate from District Administration / Police Department that candidate name has been enrolled in the register of foreign nationals.
- Produces original certificates of qualifying examinations.

The Eligibility Certificate and other documents will be issued to the candidate in person, on producing valid evidence of identity. The student should necessarily present himself/ herself. The certificates will not be granted and issued to his agents/ representatives/ friends etc. whosoever and whatsoever. Attested photocopy of all the above documents should be submitted at the time of admission.

NRI - Non-Resident Indian-

As per Income Tax Act, 1961 an individual is non-resident for income tax purpose, when he/she is not a resident or who is not ordinarily resident. A person is treated as ordinarily resident when any of the following conditions is satisfied.

- If he/she has not been resident of India in nine out of ten preceding years : or
- If he/she has not been in India for a period of 730 days or more during the preceding seven years.

Candidates who are seeking admission against seats reserved for non-resident Indians subject to the following conditions :

- At least one of the parents of such candidates should be non-resident Indian and shall ordinarily be residing abroad as non-resident Indian

- The person who sponsors the candidate for admission should be a first degree relation of the candidate and should be ordinarily residing abroad as a non-resident Indian
- If the candidate has no parents or near relatives or taken as a ward by some other nearest relative such candidate may also be considered for admission provided the guardian has bonafide treated the candidate as a ward and such guardian shall file an affidavit indicating the interest shown in the education affairs of the candidate and also his relationship with the candidate and such person also should be a non-resident Indian and ordinarily residing abroad.

The candidate seeking admission against NRI seats shall be eligible for admission without entrance test. Such candidates should fulfill the eligibility requirements of the concerned programme with at least 45% marks in aggregate in the qualifying examination. Such candidate should apply online through www.mponline.nic.in.

The candidates seeking admission against NRI seats shall be eligible for admission without the Entrance Test. Such candidates should fulfill the eligibility requirements for the concerned programme with atleast 45% marks in aggregate in the qualifying examination. Such candidates should apply to the "**Chairperson Admission Committee, Educational Multimedia Research Centre (EMRC), Takshshila Campus, Khandwa Road, Devi Ahilya Vishwavidyalaya (DAVV), Indore-452017**", separately along with the following documents :

- DD of Rs. 5000/- or US\$ 100 in favour of Registrar, DAVV, Indore.
- Photocopy of mark sheet of the qualifying examination.
- Eligibility certificate from the University.
- Certificate issued by Indian Diplomatic Mission or Chancellor or Commission abroad under their seal stating that the father/parent of the applicant is an Indian resident in that country.

Reservation Policy and Conversion of Seats:

- Reservation of seats in courses offered by the University will be in accordance with the policy of Madhya Pradesh Government. The benefit of reservation will be available, only to the domiciles of Madhya Pradesh.
- Of the total seats, 16 percent and 20 percent seats in courses will be reserved for applicants belonging to Scheduled Caste (SC) and Scheduled Tribes (ST), respectively. Seats of both these categories are interchangeable.

- Of the total seats in a course, 14 percent seats will be reserved for applicants from OBC category (except who are in creamy layer).
- Reservation for Persons with disabilities (Physically Handicapped Seats): One seat on over and above basis in each course will be reserved for the physically handicapped candidates with disability percentage of 40 or above. Candidate's claiming admission against these seats shall be required to produce Disability Certificate from the concerned District Medical Board.
- A horizontal reservation of 30 percent of the total seats will be for female applicants.
- DAVV Employee ward quota : Admission for wards of the University employees will be done on the basis of University guidelines. These admissions will be over and above the total number of seats available in the concerned course. (Ward here would mean husband, wife, son, daughter of the employee/teacher/officer. In this respect a certificate from the Registrar, Devi Ahilya University, Indore /Competent authority of the University shall be required) Note: These seats are interchangeable, and can be converted to other category (Officer/Teacher to Employee or Vice -Versa) if they remain vacant.
- If less than half seat falls under reservation then the seat will not be available, but in case the proportion of seat is between half and one it will be treated as one.
- If reserved seats remain vacant on the day of counseling, the seat will be converted to general category on the basis of merit.
- To avail benefit of reservation a certificate from a Competent Authority should be produced.
- The candidate (applicants) must indicate explicitly the category for which he / she wants to avail the advantage of reservation for admission. This option will, in no case, be allowed to be changed.
- The candidate admitted under NRI category will not be transferred to any other category unless he/she has qualified entrance test and stands in merit.

- Conversion of vacant seats among reserved categories (SC / ST / OBC) will be done as per M.P. Government directives.
- J & K Migrants quota seats: One seat in each program shall be reserved for sons/daughters of the persons displaced from the state of Jammu and Kashmir settled in M.P. on or before 1st January, 1999. Such candidates shall have to produce a certificate from the S.D.O. (Revenue) of the concerned district in prescribed Proforma. Sons/ Daughters of the employees of M.P. Govt., who have served in the State of Jammu and Kashmir for curbing insurgency, are also covered under this quota. Such candidates should have passed their qualifying examination from the State of Jammu and Kashmir. Candidates would be required to produce a certificate in prescribed Proforma. The certificate should be produced at the time of counseling.
- J & K Resident Quota: One seat in each programme shall be reserved on over and above basis for residents of Jammu & Kashmir. The candidates seeking admission against these reserved seats shall be required to appear in Common Entrance Test conducted by University and submit appropriate certificate issued by the competent authority at the time of counseling. This reservation shall be over and above the sanctioned intake.

Hostel Accommodation:

There are four boys hostel and five girls hostels. Accommodation in the hostels is limited. For hostel accommodation selected candidates are required to contact Chief Warden Hostels, DAVV, Indore. Students staying in hostel are not allowed to work outside in part/full time. Hostel fees will be approx. 15000/- PA.

Other Important Points

- Any situation, not covered by provisions mentioned in this guideline shall be referred to the Organizing Committee which will work within the ambit of Act, Statutes and Ordinances of Devi Ahilya University, Indore and its decision shall be final.
- The legal disputes, if any, shall be settled in the within the legal jurisdiction of Indore.
- Ragging, teasing, torturing or making nuisance in any way inside or outside the campus has been declared as a serious offence and strict action shall be taken against those who will be found involved in such activities.

- If any incident of ragging comes to the notice of the University, the concerned student shall be given liberty to explain and if his/her explanation is not found satisfactory, the University would expel him/her from the institution.
- In case it comes to the notice that an applicant was able to secure admission based on forged certificate/s or by furnishing wrong information, willingly concealing adverse facts or due to administrative or official negligence, his/her admission will be cancelled immediately.
- If a student, after taking regular admission, fails to maintain 75% of the attendance for each subject in the course will not be eligible to appear in tests/final exam.

Instructions For Courses After 10+2 :

The papers will have objective type questions, having choices a, b, c, d and e each. The response sheet should be carefully filled up by the candidate as instructed on the question-paper booklet. The written test papers will be in English. The candidate can opt for all the groups test, if eligible. The test timings will be different.

The Test for **Group B** shall include 75 questions in all, following section will have 15 questions each :

- Quantitative Ability
- Data Interpretation
- Logical Reasoning and General Intelligence
- English Language Comprehension
- General Awareness and Awareness of Socio-economic environment

The Test for **Group C**, shall include total 75 questions of which 15 questions will be from English and 20 questions each from Physics, Mathematics/Biology/Bio Technology and Chemistry.

In the Test for Group C, choice to candidate will be as follows :

B. Pharm.: English, Physics, Chemistry, Mathematics/Biology/Bio Technology/Technical Vocational Subject

MBA (HA) : English, Physics, Biology, Chemistry

MCA, M. Tech. & B. Pharm.: English, Physics, Mathematics, Chemistry

(Students who do not opt for Mathematics will not be considered for MCA/M.Tech/BCA & similarly who do not opt for Biology will not be considered for MBA (HA))

Instructions For Courses After Graduation:

There will be a common test paper for courses of **Group A**

The papers will have objective type questions, having choices a, b, c, d and e each. The response sheet should be carefully filled up by the candidate as instructed on the question-paper booklet. The written test papers will be in English. The candidate can opt any course of the group, if eligible.

The test of **Group A** shall include 75 questions in all, following section will have 15 questions each:

- Quantitative Ability
- Data Interpretation
- Logical Reasoning and General Intelligence
- English Language Comprehension
- General Awareness and Awareness of Socio-economic environment

The test of **Group D** shall include 75 questions in all covering the all compulsory Law subjects prescribed by BCI (Bar Council of India) for the Undergraduate Courses.

Date and Timings of Entrance Test: Date : 6th June, 2013

Morning Shift

Group A 10.00 AM to 11.30 AM (Reporting time 9.00 AM)

Group C 10.00 AM to 11.30 AM (Reporting time 9.00 AM)

Evening Shift

Group B 02.00 PM to 03.30 PM (Reporting time 01.00 PM)

Group D 02.00 PM to 03.30 PM (Reporting time 01.00 PM)

Test Centers:

The examination centers will be at Allahabad, Bhopal, Delhi , Gwalior, Indore, Kota and Raipur. Time and venue of test will be given along with admit card. University reserves the right to withdraw and allocate another center.

Admission in the Examination Hall :

- Candidates shall be strictly under the administrative control of the Centre Superintendent during the test.
- Mobile Phone, Pager, Calculator and other similar electronic equipments shall not be allowed in the examination hall.
- Use of any kind of unfair means in the examination shall automatically disqualify the candidature.

DEVI AHILYA VISHWAVIDYALAYA, INDORE

Seat Distribution CET-2013

S. No	Course	School of Studies	Total Seats	UR_OP	UR_F	ST_OP	ST_F	SC_OP	SC_F	OBC_OP	OBC_F	NR_I	PH	JKR	JKM	EW	
																T	N
GROUP-A																	
1	M.A. (Mass Comm.)	SJMC	35	10	5	5	2	4	2	3	2	2	1	1	1	1	1
2	Bachelor of Journalism	SJMC	25	7	4	3	2	3	1	3	1	1	1	1	1	1	1
GROUP-B																	
S. No	Course	School of Studies	Total Seats	UR_OP	UR_F	ST_OP	ST_F	SC_OP	SC_F	OBC_OP	OBC_F	NR_I	PH	JKR	JKM	EW	
																T	N
1	B.A. (Hons) Mass Comm.	SJMC	70	20	11	10	4	8	3	7	3	4	1	1	1	1	1

Code Names

UR_OP-Unreserved Open, UR_F-Unreserved Female, ST_OP-Scheduled Tribe Open, ST_F-Scheduled Tribe Female, SC_OP-Scheduled Caste Open, SC_F-Scheduled Caste Female, OBC_OP-OBC Open, OBC_F-OBC Female, NRI-Non Residing Indian, PH-Physically Handicapped, JKR-Jammu & Kashmir Resident, JKM-Jammu & Kashmir Migrant, EWT-Employee Ward Teaching, EWNT-Employee Ward Non Teaching

*

2.1.2 A. Write up details of the process of admission put in place by the department

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

* Minimum 55% in graduation and 10+2 are eligible to appear in entrance examination CET. **(Same as Above)**

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

- The admission process is same as the university.

2.1.4 Student profile analysis

- Intelligent students are enrolled after merit, entrance test and interview.

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

- * SC/ST - They are give extra attention. State provides free ship/ Scholarship
- * OBC - They are give extra attention. State provides free ship/ Scholarship
- * Women - They are give extra attention. State provides free ship/ Scholarship
- * Persons with varied disabilities. Special sensitivity is maintained with them. Students Welfare section provides financial assistance.
- * Economically weaker sections. Special sensitivity is maintained with them.
- * Outstanding achievers in sports and other extracurricular activities. They are give motivation and suitable incentives. Admission policy of state provides for up to 3% weight age in marks obtained. Student Welfare section provides financial assistance.

2.1.6 Number of students admitted in department in the last four academic years:

Categories	2009 Year 1		2010 Year 2		2011 Year 3		2012 Year 4	
	Male	Female	Male	Female	Male	Female	Male	Female
SC	08	02	7	1	05	02	02	01
ST	03	01	2	Nil	04	01	-	-
OBC	08	03	3	2	10	04	23	08
General	18	32	17	31	20	30	29	36
Others	-	-	-	-	-	-	-	-

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 entrance examination of course of our department.

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

- There is an increase in students ratio in UG courses of journalism because media industry is today in boom and students are tacking admissions leaving the course of engineering and M.B.A. PG courses too, finds a good number of students. In Ph.D. Programme all the seats are filled up. B.J. Mass Communication(1 year) has less number of students because the students prefer to do mass communication in post graduation rather than doing a one year diploma course in journalism.
- Increase because media courses today are in boom. Decrease due to short notice for CET-2012.

Programmes	Number of applications	Number of students admitted	Demand Ratio
UG	265	52	4:8
PG	311	28	11:10
Integrated Masters			
M.Phil.	18	15	1:2
Ph.D.			
Integrated Ph.D.			
Certificate			
Diploma			
PG Diploma	10	04	2:5
Any other (please specify)			

Course	Year	No of Application	Admitted	Ratio
M.A.	2011-12	62	35	1:2
	2010-11	67	27	2:1
	2009-10	62	36	1:2
B.A.	2011-12	112	64	1:8
	2010-11	106	68	1:5
	2009-10	102	67	1:5
M.Phil	2011-12	18	15	1:2
	2010-11	26	15	1:2
	2009-10	17	08	2:1

B.J.M.C.	2011-12	10	03	1:3
	2010-11	08	05	1:2
	2009-10	07	05	1:3

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

B. If yes, write-up of the reasons. (N/A)

2.1.9 Record of Admissions

Programmes	Total Number of admissions	Number of 1st division pass students in qualifying	Number of 2 nd division pass students in qualifying	Entrance test Marks% (Min)
UG	67	43	4	30%
PG	27	24	5	30%
Integrated Masters				
M.Phil.	13	12	1	30%
Ph.D.				
Integrated Ph.D.				
Certificate				
Diploma				
PG Diploma	03	2	1	30%
Any other (please specify)				

Table for type and number of Scholarship/Fressship given to the students during the last four year the following categories UG/PG/M.Phil/Diploma others

	2009	2010	2011	2012
UG				
PG				
M.Phil				
Ph.D.				

2.2 Catering to Diverse Needs of Students

2.2.1 A. Record of organization of orientation/ induction programmer for

fresher.

- Induction programme is organized by the department and the university.

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

- 04 Hrs long programme was held where the issues of ragging, study, career prospects information about the department and psycho-social aspects being covered.

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

- Personal Attention is given to Differential Requirement. Mentors provide guidance to students. Help of career counseling and opportunity cell is also taken for career guidance.

B. Record of key issues identified and addressed.

Communication skills, Scientific interests and inclination towards diversified areas of science. Career prospectus and financial problems are addressed.

2.2.3 A. Record of bridge/remedial/ add-on courses.

Remedial Classes has been conducted for weaker students of UG & PG classes.

(See B)

B. Time table and details of the courses offered in the department-wise for all courses.

School Of Journalism & Mass Communication
Bachelor Of Journalism, Semester I
Time Table 2013-14

Day	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30
Monday	Photo Journalism (SD)	Film Journalism (SRT)	Mass Comm (Bachha Babu)	B	Reporting (PS)	Broadcast Journalism (PS)	Feature Writing (SKT)
Tuesday	Photo Journalism (SD)	Film Journalism (SRT)	Mass Comm (Bachha Babu)	R	Reporting (PS)	Broadcast Journalism (PS)	Feature Writing (SKT)
Wednesday	Photo Journalism (SD)	Film Journalism (SRT)	Mass Comm (Bachha Babu)	E	Reporting (PS)	Broadcast Journalism (PS)	Feature Writing (SKT)
Thursday	Photo Journalism (SD)	Film Journalism (SRT)	Public Relation (MO)	A	Editing (SKT)	Advertising (PS)	History of Press (AMT)
Friday	Photo Journalism (SD)	Film Journalism (SRT)	Public Relation (MO)	K	Editing (SKT)	Advertising (PS)	History of Press (AMT)
Saturday	Photo Journalism (SD)	Film Journalism (SRT)	Public Relation (MO)		Editing (SKT)	Advertising (PS)	History of Press (AMT)

PS Premjit Singh
SD Prof Subandhu Dubey

(Dr.M.S.Parmar)

BB Bachha Babu

Head

SR Saket Raman
ST SriRam Tamrakar
MO Dr. Mamta Ojha

School Of Journalism & Mass Communication
M.A.M.C., Semester III
Time Table Session 2013-14

Day	10:30-11:30	11:30:00-12:30	12:30:00-1:30	1:30-2:30	2:30-3:30	3:30-4:30
Monday	Printing & Graphics (SRT)	International Comm. (MO)	Media Research (SN)	B	New Media Tech. (PS)	Media Law (MS)
Tuesday	Printing & Graphics (SRT)	International Comm. (MO)	Media Research (SN)	R	New Media Tech. (PS)	Media Law (MS)
Wednesday	Printing & Graphics (SRT)	International Comm. (MO)	Media Research (SN)	E	New Media Tech. (PS)	Media Law (MS)
Thursday	Printing & Graphics (SRT)	International Comm. (MO)	Media Research (SN)	A	New Media Tech. (PS)	Media Law (MS)
Friday	Printing & Graphics (SRT)	International Comm. (MO)	Media Research (SN)	K	New Media Tech. (PS)	Media Law (MS)
Saturday	Work Shop / Practical / Discussion					

SN **Dr. Sonalee Nargunde**
MS **Dr.M.S.Parmar**
MO **Dr.Mamta Ojha**
SRT **Shriram Tamrakar**
PS **Pragya Sisodiya**
B **Dr. Mamta Ojha**

(Dr.M.S.Parmar)

School Of Journalism & Mass Communication
M.A.M.C., Semester I
Time Table Session 2013-14

Day	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30
Monday	Photo Journalism (SD)	Film Journalism (SRT)	History of Press (AMT)	B	Reporting & Editing (SKT)	Mass Comm (SN)
Tuesday	Photo Journalism (SD)	Film Journalism (SRT)	History of Press (AMT)	R	Reporting & Editing (SKT)	Mass Comm (SN)
Wednesday	Photo Journalism (SD)	Film Journalism (SRT)	History of Press (AMT)	E	Reporting & Editing (SKT)	Mass Comm (SN)
Thursday	Photo Journalism (SD)	Film Journalism (SRT)	History of Press (AMT)	A	Reporting & Editing (SKT)	Mass Comm (SN)
Friday	Photo Journalism (SD)	Film Journalism (SRT)	History of Press (AMT)	K	Reporting & Editing (SKT)	Mass Comm (SN)
Saturday	Work Shop / Practical / Discussion/Remedial					

SKT Saket Raman
SD Prof. Subandhu Debey
SRT Shriram Tamrakar
NC Dr. Neelmegh Chaturvedi
SN Dr. Sonalee Nargundee
AMT Amita

(Dr.M.S.Parmar)

School Of Journalism & Mass Communication
B.A. (Hons) Mass Communication, Semester V
Time Table Session 2013-14

Day	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30
Monday	Intro to Audio-Visual Media (B)	Advertising (SN)	Current Affairs (SKT)	B	Public Relation (AMT)	AV (Practical)
Tuesday	Intro to Audio-Visual Media (B)	Advertising (SN)	Current Affairs (SKT)	R	Public Relation (AMT)	AV (Practical)
Wednesday	Intro to Audio-Visual Media (B)	Advertising (SN)	Current Affairs (B)	E	Public Relation (AMT)	Library
Thursday	Intro to Audio-Visual Media (B)	Advertising (SN)	Current Affairs (B)	A	Public Relation (AMT)	Reference Section
Friday	Intro to Audio-Visual Media (B)	Advertising (SN)	Current Affairs (MS)	K	Public Relation (AMT)	IT Center
Saturday	Work Shop / Practical / Discussion/Remedial					

SN *Dr. Sonalee Nargundee*
AMT *Miss Amita*
PS *Premjit Singh*
B *Shri Bachha Babu*

(Dr.M.S.Parmar)

Head

School Of Journalism & Mass Communication
B.A (Hons) Mass Communication, Semester III
Time Table Session 2013-14

Day	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30
Monday	Reporting (AMT)	Photo Journalism (SD)	B	Editing (SKT)	Indian Govt. Politics & International Relations (B)	Reporting Practical
Tuesday	Reporting (AMT)	Photo Journalism (SD)	R	Editing (SKT)	Indian Govt. Politics & International Relations (B)	Reporting Practical
Wednesday	Reporting (AMT)	Photo Journalism (SD)	E	Editing (SKT)	Indian Govt. Politics & International Relations (B)	Library
Thursday	Reporting (AMT)	Photo Journalism (SD)	A	Editing (SKT)	Indian Govt. Politics & International Relations (B)	IT Center
Friday	Reporting (AMT)	Photo Journalism (SD)	K	Editing (SKT)	Indian Govt. Politics & International Relations (B)	Photo Journal Practical
Saturday	Work Shop / Practical / Discussion/Remedial					

AMT *Miss Amita*
SD **Prof. Subandhu Dubey**
SKT **Saket Raman**

B **Bachha Babu**

(Dr.M.S.Parmar)

Head

School Of Journalism & Mass Communication
B.A (Hons) Mass Communication, Semester I
Time Table Session 2013-14

Day	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30
Monday	History of Press (SKT)	Hindi (AP)	B	Intro to Mass Comm. (B)	English (SKT)	News Writing Practical
Tuesday	History of Press (SKT)	Hindi (AP)	R	Intro to Mass Comm. (B)	English (SKT)	News Writing Practical
Wednesday	History of Press (SKT)	Hindi (AP)	E	Intro to Mass Comm. (B)	English (SKT)	Library
Thursday	History of Press (SKT)	Hindi (AP)	A	Intro to Mass Comm. (B)	English (SKT)	Reference Section
Friday	History of Press (SKT)	Hindi (AP)	K	Intro to Mass Comm. (B)	English (SKT)	IT Center
Saturday	Work Shop / Practical / Discussion/Remedial					

SKT *Saket Raman*
VK *Prof. V.K. Nagar*
AP *Anita Patidar*
B *Shri Bachha Babu*

(Dr. M.S. Parmar)

2.2.4 A. Record of the academic growth of students from disadvantaged sections of society, economically disadvantaged, physically handicapped, slow learners, etc. All such student are given special attention and it is seen that are their Condition gradually improves.

B. Main findings?

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

➤ **A Grade** is the major criteria. School provides additional emphasis on how to crack competitive exams. What are the features required to enter in corporate sector? How to think write and communicate research proposal and papers?

➤ Advance learners are given suitable incentives and encouragement.

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.)

➤ Teaching plan and schedule of examination is provided in the time table itself **and also displayed on the website-: mediabhawan.com**

➤ Faculty evaluate the copies within the 7 days of commencement of the examination

➤ Students are shown their evaluation and can discuss as well as they can also See copies of the other students, if they want to see.

➤ Teaching plan is written in attendance registers. Evaluations are done through test and assignment.

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

➤ We provide syllabus and schedule of teaching is mainly in the same order as mentioned in syllabus. Information regarding course is also available and posted on the university and department website.

B. Methods used for effective implementation

- Regular classes and if required extra classes being conducted. Along with that Mentor and Placement cell provides extra time to students.
- 2.3.3 A. Record of difficulties in completing the curriculum within the stipulated time frame and calendar-:
- Most of the time syllabus is covered completely except at times when there was a strikes in 2011. The course however was completed taking extra classes.
- 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.
 - Curriculum is suitably completed within the time framework.
- 2.3.4 A. Record of student-centric learning activities.
Assignments, tutorials, quiz and project are completed.
- 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.
1. Induction & Orientation programme for fresher students
 2. Fresher party.
 3. Seminar on 'Media Freedom VS Control.
 4. Lectures from people of media industry.
 5. Shramdan in Garden.
 6. Celebrated 'Ganesh Utsav'
 7. Interdepartmental Games.
- Students learning activities are carried out through assignments, questioning in class and through two internals in each semester.
- 2.3.4 List, record with photographs of activities such as invited experts/people of eminence to deliver lectures and/or organize seminars for students
(Annexure 9)

EDITOR IN CHIEF, HINDUSTAN MR. SHASHI SHEKHAR AT S.J.M.C.



Workshop on Atomic energy



**Workshop on “Online Journalism”
(In coordination with B.B.C & Webdunia)**



Seminar on Media Liberty & Control





**Media Conference for Coordination
Between Industry and Institute**



Social Reformer Anna Hazare at SJMC



Shri Vinod Purohit Patrika
Prakash Hindustani, Sahara News
Kirti Rana, Dabbang Duniya
Kranti Chatrvedi, NavBharat

- **Workshop on science communication.**
- **Seminars on media Freedom VS Control.**

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

- Power point presentation is given as assignments.
- Teachers promote online literature.
- Classes of Hindi and English typing, Etc.

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

- Teachers teach through power point presentation and use Internet on their mobiles or Computers)

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

- Each Course batch forms a group email id in association with faculty and forms a open source communities
- Benefits are integrated in University Educational process.
- Class Rooms are converted in to 24x7 learning places by use of computers, internet and LCD projectors. School gives assignments to teachers which are practical in nature.

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

- CD's, Video Lecture are available. Use of computers, Internet and LCD Projectors

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

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

Acad-emic Year Sem-ester	ProgrammeName	Mentor Name	No. of Students Associated	Hours / Weeks
2013-14	M.A.M.C-III	Mr. S. Tamrakar	28	6 hours/ per week
2013-14	M.A.M.C-I	Mr. Saket Raman	28	6 hours/ per week
2013-14	B.A.M.C-I	Mr. Bachha Babu	70	6 hours/ per week
2013-14	B.A.M.C-III	Miss Amita	51	6 hours/ per week

2013-14	B.A.M.C-V	Dr. Sonali Nargunde	64	6 hours/ per week
2013-14	M.Phil	Dr. Mamta Ojha	13	3 hours/ per week

Plan for 2013-14 is as follows-

- A mentor each is assigned to a group of 25 students. Students group needs mentor of academic, social and currier needs every week and takes guidance. Psycho Metric test will be conducted in July and Psycho counseling will be done.
- Teacher themselves act as counselors, mentors and advisors for academic, personal and psycho-social guidance.

2.3.11 A. Record of innovative teaching approaches/methods/practices adopted/put to use by the faculty during the last four years?

- Teaching is done through power point presentation.
- Using Research Articles and research based books.
- Using E- Libraries.
- Interactive and participatory mode of education.
- Emphasis on practical aspect of the field.

We have taught advanced topics in more details using research articles. An E-culture is created by giving assignment which needs to make a thorough internet surfing. A scientific temper is created in student by organizing **workshops on science communication** and **Youth conference on climate change**.

B. Write up of improvement in learning by innovative methods:

- There is improvement in learning because of teaching through participative methods, Power point presentation.
- Innovative teaching approaches are used. Teaching is done through educational tours, where newspaper, magazine, news channels, advertizing agencies and public relations consultancy are visited.

C. Record of recognition to the faculty due recognition for innovation in teaching

- Yes, Dr. M.S. Parmar is member and chairman of several committees meant to design syllabus. He is chairman of Public Relations, Society of Indore Chapter. He is Examination observer and decision maker on the paper pattern

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

- An e Culture is created by giving assignment which needs to make a thorough internet surfing, a scientific temper is created in students by organizing workshops on science communication.

2.3.13 A. Record of student projects (if mandatory in each of the learning programme)

B. Number of projects executed within the university **N/A**

C. Names of external institutions associated with the University for Student Project Work **N/A**

D. Role of faculty in facilitating such projects

- Students are given projects in their final year, when have to prepare a dissertation on any topic from the syllabus. A continuous guidance is given by the teachers from the selection the topic to the end. Students also have to make a documentary on any subject of social relevance.)

2.3.14 A. Record of shortfall in qualified faculty to meet the requirements of the curriculum. Total number of students are 260 in 2012-13. **25** faculty members are required to maintain very good student teacher ratio of **10:1**

B. Record of actions for shortfall supplementation. **N/A**

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

- All the faculties make use of computer and teaching and learning materials.

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

B. Record of Alumni feedback for evaluation of teachers by the students.
(Annexure 11)

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

- We discuss these issue in department committee and solve them.
- Teachers are Given suggestions to bring about improvements in their teaching.

2.4 Teacher Quality :

Name	Qualification	Designation	Specialization	No of year of experience	No of Ph.D. Student Guided	Ph.D. Registered
1	2	3	4	5	6	7
Dr. Mansingh Parmar	LLM, MMC, Ph.D.	Professor	Media Research , Media law , Mass Comm	20 Year	18	8
Mr. Premjit Singh	B.J., M.A.	Assistant Professor	Reporting and Editing	19 years	Nil	Nil
Dr. Sonalee Nargundee	Ph.D., M.Com., M.M.C.	Assistant professor	Development communication	8 years		8
Mr. Saket Raman	M J , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Communication theories, Print and new media.	6 years	Nil	Nil
Mr. Bachcha Babu	M AMC , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Elect. media & management law-ethics.	2 years	Nil	Nil
Miss Amita	MSc.MC , Ugc-NET, Ph.D(Pursuing)	Assistant professor	Elect. media, communication.	3.5 years	Nil	Nil

2.4.1 Record of how the plan and management of human resources was done to meet the changing requirements of the curriculum

- Management and planning of human resources is done to meet the changing requirement of curriculum by making the teachers technically sound and making the classes more and more interactive.

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
SJMC				
	50%	Nil	50%	Nil

- 2.4.4 A. List of qualified faculty appointed for new programmes/emerging areas of study (Bio-technology, Bio-informatics, Material Science, Nanotechnology, Comparative Media Studies, Information Technology, Diaspora Studies, Forensic Computing, Educational Leadership, etc.)?

Shriram Tamrakar – Film Journalism

Dr. Mamta Ojha – International and corporate Communication.

- B. Number of faculty members appointed to teach new programmes during the last four years:

1. Television production –Mrs Rachna Johri
2. New Media Technology- Pragya Sisodia
3. Photography- Subandhu Dubey
4. Paresh Upadhayay
5. Dr. Neelmegh Chaturvedi
6. Pragya Sisodiya
7. Dr. Sharda Trivedi
8. Mr. Mobasir

III Research, Consultancy and extension.

2.4.5 List of academic recharge and rejuvenation of teachers.

A. List of faculty availed and provided research grants by the University.
University Support Reimbursement of Broadband internet charges of Ph.D.
Guides. Membership of Top International Research Body. **(Nil)**

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.

➤ **Dr. M.S. Parmar nominated to a number of national conferences and seminars. (List enclosed in his Bio-Data)**

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.

- * **Dr. M S Parmar** was awarded for **promotion of quality education** in journalism by Malwa shramjivi patrakar sangh.
- * **Dr. M S Parmar** got **Educationalist award** by Vishwa Brahman Sangh and Indore sewa trust-2012.
- * **Dr. Sonalee Nargundee-** Bhartendu Harishchandra Award by Information & Broadcasting ministry (India)-2010.

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	Mr. Preemjit singh Dr. Sonalee Nargunde Mr. Saket Raman Mr. Bachha Babu Miss Amita Dr. Mamta Ojha
HRD programmes	-

Academic Staff Development Programmes	Number of faculty
Orientation programmes	-
Staff training conducted by the university	-
Staff training conducted by other institutions	-
Summer / Winter schools, workshops, etc.	Dr. Sonalee Nargunde Dr. Mamta Ojha

2.4.9 Percentage of the faculty have

- * been invited as resource persons in Workshops / Seminars / Conferences organized by external professional agencies = 20 %
- * participated in external Workshops / Seminars / Conferences recognized by national/ international professional bodies = 100 %
- * presented papers in Workshops / Seminars / Conferences conducted or recognized by professional agencies = 100 %
- * teaching experience in other universities / national institutions and other institutions = % N/A
- * industrial engagement = % Nil
- * international experience in teaching = % Nil

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

- Refresher course was organized in collaboration with ASC in the month of Dec-Jan 2013 For academic development of faculties.
- One Winter school was organized in collaboration with ASC.
- One day Work Shop was held on Quality issue in paper setting and evaluation, Sep-26-2012.

2.4.11 A. List of faculty encouraged

- * Mobility of faculty between universities for teaching **(Nil)**
- * Faculty exchange programmes with national and international bodies **(Nil)**

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. **(After 15 days)**

B. Record of means adopted for the mode / media adopted for the publication of examination results (✓Website, SMS, email, etc.).

2.5.4 A. Record of ensuring transparency in the evaluation process

- Students are free to see their evaluated answer sheets and also discuss with concerned faculty They can also compare with other students copies and see the best answer.
- Measures taken to ensure confidentiality
- SJMC has separate room with restricted entry for examination related issues. Sealed papers are opened 10 minutes before the commencement of Examination or test.
- Record of the Pre-examination processes – Examination Time table generation, student list generation, Invigilators, Attendance sheet, Faculty Discuss and decide all the above mentioned issues in Department Committee and decides time table and schedule. Students also suggest their ease on time table. There are two invigilators in every classroom during examination.

D. Results of students course wise and its analysis

Year	Course	Number of Students	Final Result of Course																TOTAL		FAIL	
			A+		A		B+		B		C+		C		D		F		M	F	M	F
			M	F	M	F	M	F	M	F	M	F	M	F	M	F						
2012-13	B.A.M.C	68	0	0	0	0	2	6	13	15	17	2	2	1	0	1	5	9	35	33	5	9
2012-13	M.A.M.C	35	0	0	0	0	3	3	8	9	1	1	0	1	0	0	7	1	20	15	7	1
2012-13	M.Phil	15	0	0	1	0	2	1	3	1	0	1	0	0	0	0	2	0	11	4	2	0

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 publications. We provide theoretical concepts and practical skills of students and that is the reason that fair number of students crack various national level examinations. Students are enriched in values, social and environmental conservation.

B. Record of facilitation of monitor the implementation and outcome

2.6.2 A. Record of learning outcomes for its academic programmes

Placement profile of students enclosed.

B. Record of making students and staff are made aware of these

Website provide information of learning outcomes.

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

School has designed syllabus to target three aspects, first on is the basic concepts, second is advance course and subjects components and there is the employability's. School Accesses students by examination, Classroom interactions and power point based presentation delivered by students (especially on advance topics preferably not part of syllabus.) To assess practical and theoretical skills fourth semester is completely dedicated to research work followed by overall personality and intellectual development of the students. School is successful on intended outcomes, as most of the students are pursuing higher education and research and few are serving corporate sector and media industry.

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

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.

- LCD Projector is used for teaching and learning in most of the classrooms. Students are taught about the Hindi & English typing, page-maker, Quark express, Photoshop, etc. which is used in journalism. School also provides assignments to students related to research article published in International Journals of repute. This enhance knowledge of current research areas. It prepares them for future challenges.

2.6.6 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: **(Annexure 12)**

Name:- Dr. M.S. Parmar (Annexure 12)			
Publication Paper on Journals			
S.No	Title & Page No.	Journal	ISSN/ISBN No.
01	'Factors Affecting the Selection of Film to be viewed-A Study on University Students in Madhya Pradesh (Page No 103-117	Communication Today	ISSN 0975-217x
02	Coverage of Environment ASPECTS-a Study Among English Dailies)Gage No 37-40)	Media Watch	ORIENG00947

03	Quantitive Analysis of Environment Communication in Newspapers-A Omparative Study	Research link	ISSN 0975-217x
04	Selective Expose-An escape from mental digestion (Page No 137-139)	Research Link	ISSN 0973-1628
05	महिला मुद्दे: मीडिया की भूमिका (पेज नं.- 4-8	Communication Today	ISSN 0975-217x
06	भारत में मीडिया शिक्षा: भावी रूपरेखा	मीडिया मीमांसा	
07	मानव अधिकार एवं प्रेस की स्वतंत्रता	संचार श्री	
08	मीडिया शिक्षा एवं प्रौद्योगिकी	संचार श्री	
09	पं. माखनलाल चतुर्वेदी की पत्रकारिता एवं वर्तमान पत्रकारिता	मैसूर हिन्दी प्रचार परिषद पत्रिका	
10	आंचलिक पत्रकारिता प्रशिक्षण: आज की आवश्यकता	मीडिया मीमांसा	
11	श्री बी.जी.वर्गिस (वर्गिस वर्किंग ग्रुप के अध्यक्ष): एक साक्षात्कार	वीणा	
12	भाषीय पत्रकारिता दशा और दिशा	अभय प्रवाह (भाषायी पत्रकारिता)	

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

Name- **Dr. Sonalee Nargunde (Annexure 12.1)**

S.No.	Publication	Year
1	ळमारी आपकी पत्रकारिता ;आंचलिक पत्रकार द्ध भोपाल	Jan 2008
2	मीडिया में मीडिया ;आंचलिक पत्रकारद्द भोपाल	Feb 2008
3	कार्पोरेट राइटर शब्दों का जादूगर ;मीडिया विमर्शद्द रायपुर	Feb 2008
4	Film Appreciation (Films and Television Institute of India, Pune)	26 may - 21 June 2008
5	जिन्दगी जिंदाबाद Editor (UNICEF and DAVV, Indore)	March 2008
6	विकास निर्मलता के हमकदम सरपंच, ;समाज कल्याणद्द नई दिल्ली	March 2009
7	क्या आइडिया है सरजी ;मीडिया मीमांसाद्द भोपाल	March 2009
8	Orientation Course (DAVV, Indore)	10 June - 07 July 2009
9	Bhartendu Harishchandra Award for the manuscript of	Feb 2010
10	विकास संचार अवधारणाएँ एवं प्रारूप पाठ्यपुस्तक आशा पब्लिशिंग हाउस आगरा	Feb 2010
11	Newspaper response towards developmental news (Journal of social welfare management) ISSN 0975-0231	Jan -June 11
12	Agriculture is best-agro journalism (Indian streams research journal) ISSN 2230-7850	May 2011
13	सहभागिता से विकास की अवधारणा समागम ISSN 2231-0479 ISBN 921076-1-5	May 2011
14	Gunjan (Magazine) Editor	June 2011
15	सहभागिता से विकास की अवधारणा-2 समागम ISSN 2231-0479 ISBN 921076-1-5	June 2011
16	NGO'S in development (Research Link) ISSN 0973-1628	July 2011
17	स्वाधीनता संग्राम में पत्रकारिता की भूमिका समागम ISSN 2231-0479 ISBN 921076-1-5	Aug 2011

18	पत्रकारिता दलितों की या दलितों के लिए समागम ISSN 2231-0479 ISBN 921076-1-5	Oct 2011
19	सप्लीमेंट से सरक्यूलेशन आंचलिक पत्रकार	Sep 2011
20	Subject expert in Samagam	From July 2011
21	Gunjan (Magazine) Editor	Jan –Mar 2012
22	भारतीय सिनेमा सौ साल का समागम ISSN 2231-0479 ISBN 921076-4-6	Feb 2012
23	विकास प्रबंधन में महिलाओं की भूमिका मध्यप्रदेश सामाजिक शोध समग्र ISSN 2231-2951	Mar 2012
24	भारतीय सिनेमा की जन्मभूमि महाराष्ट्र समागम ISSN 2231-0479 ISBN 921076-4-6	May 2012
25	Gunjan (Magazine) Editor	June 2012
26	परिवर्तन की प्रक्रिया आधुनिकीकरण मध्यप्रदेश सामाजिक शोध समग्र ISSN 2231-2951	June 2012
27	विकास का प्रभावी प्रतिमान समागम ISSN 2231-0479 ISBN 921076-4-6	July 2012
28	Gunjan (Magazine) Editor	July 2012
29	Best sellers through cinema lkekftd 'kks/k lexz ISSN 2231-2951	Sep 2012
30	जट यमला पगला दीवानों का पंजाबी सिनेमा समागम ISSN 2231-0479 ISBN 921076-4-6	Oct 2012
31	Poetry book og funded by Sahitya Academy, MP Govt.Bhopla	2012
32	Poetry contribution in Gunjan Saptak	2012
33	Refresher course (DAVV, Indore)	Dec 2012
34	Traditional mass media in Indian society समागम ISSN 2231-0479 ISBN 921076-4-6	Jan 2012

Name:- **Mr. Premjit Singh.**

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

(Annexure 12.2)

Name:- **Mr. Saket Raman.**

02 Books under publication with ISBN No. 07 Research paper published in International indexed journals, 03 in National Journals and more than 50 articles & features published in reputed Newspapers and magazines.

(Annexure 12.3)

Name:- **Miss. Amita.**

02 Books under publication with ISBN No. 01 Research paper published in International indexed journals and 03 in National Journals.

(Annexure 12.4)

Name:- **Mr. Bachha Babu.**

Mr. Bachha Babu: 06 Research Paper Published (03 Conference Proceeding, 03 International Journals) .

(Annexure 12.5)

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

Monographs

Chapters in Books.

Edited Books

Books with ISBN with details of publishers

Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)

Citation Index – range / average

SNIP

SJR

Impact Factor – range / average

h-index

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 laboratories in India and abroad. -: **(Nil)**

III.6 List and Record of Faculty serving in National committees b) International committees c) Editorial Boards d) any other (please specify).

- **Dr. M.S.Parmar is the Chairman of Public Relations Society of India, Indore Cheptor.**
- **He is the Chairman and on the editorial board of Mulyanugat Media.**
- **Dr. M. S. Parmar is Editor DAVV News.**

III.7 Research thrust area recognized by funding agencies for the department. -: **(Nil)**

III.8 Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies and grants received project-wise. -: **(Nil)**

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. U.G.C. Also Supported Computer and IT Infrastructure in XIth Plan for use of all Faculty. -: **(Nil)**

III.11 List and Details of Research facility / centre with. **(Nil)**

- state recognition
- national recognition
- international recognition

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

- Special research laboratory created by senior journalist Shri Jawaharlal Rathore.

3.1 Promotion of Research (**Annexure 13**)

3.1.1 A. Composition of Departmental Research Committee, List of members and minutes of its meeting. (**Annexure 13**)

B. Records of DRC regarding monitoring and addressing issues related to research.

Selects the Ph.D. Students

C. Record of DRC recommendations which have been implemented and their impact. (**Annexure 13**)

3.1.2 Information of research centers in its affiliated / constituent colleges which are monitored by the DRC of the department. (**NA**)

Selected Ph.D. Students in December 2012

3.1.3 Details of the

- * advanced funds for the sanctioned projects
- * providing seed money. Planned in 2013-14
- * Simplification of procedures related to sanctions / purchases to be made by the investigators . Planned in 2013-14
- * Autonomy to the principal investigator/coordinator for utilizing overhead charges. Planned in 2013-14
- * Timely release of grants
- * Timely auditing
- * Submitted utilization certificates to the funding authorities

(**NA**)

3.1.4 Record of interdisciplinary research promoted-: **NA**

- * with other departments /schools of the university and
- * collaboration with national/international institutes/industries

- 3.1.5 Details of workshops/ training programmes/ sensitization programmes conducted by the department to promote a research culture on campus. Seminars are conducted in the department regularly to promote research culture.
- University organized a seminar on fostering excellence in research on Jan-15-2013
- 3.1.6 A. Details of visits of researchers of eminence to visit the campus as adjunct professors.
- Number if Eminent Journalist and experts have Visited S.J.M.C.
- B. Impact of such efforts on the research activities of the university
- Research culture is developed.
- 3.1.7 A. Percentage of the total budget of the department which is earmarked for research. **(Nil)**
- B. Details of heads of expenditure, financial allocation and actual utilization. **(Nil)**
- 3.1.8 A. Details of University funded research and awarded Post Doctoral Fellowships/Research Associateships. **(Nil)**
- B. List of students registered with record of source of funding by the university and other sources. **(Nil)**
- 3.1.10 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)**
- B. Record of the output of these scholars . **(Nil)**
- 3.1.11 A. Details with photographs of national and international conferences organized.
- Seminar on media Freedom vs Control Organized.
 - Workshop on science writing.
 - Youth conference on climate change.
- B. List highlighting the names of eminent scientists/scholars who participated in these events. **(Annexure 14)**

The Eminent scholars who participated in the event were.

- a. Shri Shriram Tamrakar, Expert in Film Journalism
- b Shri Trikha, DoorDarshan
- c. Shri Kranti Chaturvedi, Editor of Navbharat Times.

- d. Shri Kirti Rana, Editor of Dabang Duniya
- e. Shri Prakash Hindustani, Editor of Sahara News, TV Channel

3.2 Resource Mobilization for Research -: **(Nil)**

3.2.1 Record of Financial provisions made in the university budget for supporting students’ research projects .Nil

3.2.2 A. Record of special efforts to encourage its faculty to file for patents
B. List of registered and accepted patents. Nil

3.2.3 Details of ongoing research projects of faculty:

	Year wise	Number	Name of the project	Name of the funding agency	Total grant received
A. University awarded projects.Nil					
Minor projects		Nil			
Major projects		Nil			
B. Other agencies - national and international (specify)					
Minor projects		Nil			
Major projects		Nil			

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. N/A
B. Record of any two significant outcomes or breakthroughs achieved by this recognition. N/A

3.2.6 List details of

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

➤ A well equipped research room, computer lab with internet facility and a rich library is always open for the researchers.

B. Strategies have been evolved to meet the needs of researchers in emerging disciplines. **(NA)**

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

B. Details of the facility.

E-Journals, library, Computers and internet.

➤ A very rich library consisting of a good number of books, national and international journals, All the newspapers and magazine are subscribed in the department library a well equipped research room exists.

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

➤ Not required for research in SJMC.

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)

➤ Computer and Internet facilities are made available to the research scholars, post doctoral fellows, research associates, summer fellows of various academies and visiting scientists (national/international)

c. 3.3.5 Details of Uses of the Facilities of IUC, CAT, NRCS, IIT Indore and other specialized Research Centers for research. They are made use of from time to time. **(Nil)**

3.4 Research Publications and Awards

d. 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. Department bring out a practice journal 'Prayog' which is edited by students. (Nil)

3.4.2 Details of publications by the faculty: (**Annexure 2**)
(**All information is in the Bio-Data of Faculties**)

- * Number of papers published in peer reviewed journals (national / international)
- * Monographs
- * Chapters in Books
- * Books edited
- * Books with ISBN with details of publishers
- * Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, EBSCO host, etc.)
- * Citation Index – range / average
- * SNIP
- * SJR
- * Impact Factor – range / average
- * h-index Annexure - a

3.4.3 Details of

- * faculty serving on the editorial boards of national and international journals
- * **He is the Chairman and on the editorial board of Mulyanugat Media.**
- * **Dr. M. S. Parmar is Editor DAVV News.**
- * faculty serving as members of steering committees of international conferences recognized by reputed organizations / societies.
- * **Dr. M.S. Parmar is the Chairman of Public Relations Society of India, Indore Chapter.**

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.

Dr. Parmar is the President of the Indore Chapter of Public Relations Society of India.

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

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

A number of Ph.D. candidates were guided by Dr. Mansingh Parmar who is the head of the department. They are

- (a) Dr. Mamta ojha- 2008
- (b) Dr. Pavitra Shrivastava- 2005
- (c) Dr. Pravin Tiwari- 2006
- (d) Dr. Sonalee Nargundee- 2005
- (e) Dr. Rashmi Sharma- 2010
- (f) Dr. Raju Jhon- 2010
- (g) Dr. Manisha Sharma- 2011
- (h) Dr. Aauradha Sharma- 2009
- (I) Dr. Rachna Gangwar- 2006
- (j) Dr. D. Dhararkar- 2009
- (k) Dr. Pooja Mahesh- 2009

3.4.7 A. Record of Promotion of interdisciplinary research. **(Nil)**

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. **(Nil)**

3.4.9 Details of incentives given to the faculty for receiving state, national and international recognition for research contributions. **(Nil)**

3.5 Consultancy

3.5.1 Important consultancies undertaken by the department during the last four years. **(Nil)**

3.5.2 A. Department participation in university-industry cell. **(NA)**

B. If yes, what is its scope and range of activities

3.5.3 Record of publicizing the expertise of the department for consultancy services.

Hosted at website link of the school.

3.6 Extension Activities and Institutional Social Responsibility (ISR)

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

* Shramdan is done by the students periodically.

* Students grow Plantation in and around the department.

* They take out Rallies and do Candle March at the time of important current events.

B. List the social outreach programmes which have created an impact on students' campus experience during the last four years.

➤ Hosted at Website link of the School.

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

➤ Promotion of neighborhood networks and student participation in blood donation Camps.

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. Student participation in NSS and NCC Programme. **(Nil)**

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

- Students participated strongly in Anna Hazare's movements against corruption.
- Awareness march for cleaning Khan River of indore, march 15th 2013
- Students also participated in drive against Delhi Gangrape incident.
- Cleanliness Drive in campus, March 16th 2013

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

Values of good citizenship and social responsibility were inculcated in students.

- 1) Collaborated with the agency of Science Communication to develop scientific awareness in media students .
- 2) Students were benefitted academically as a scientific temper was developed.
- 3) Lecture Series on Madan Mohan Malviya and Lecture on Swami Viveka Nanda.

3.6.7 Department community in its outreach activities.

- School constituted number of department committee having faculty and students in their composition for outreach and community activities.

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

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

- The Institute has signed up an MoU with the Press Club of Indore. The students are offered membership on Honorary basis and are invited to witness the various events/briefings/press meets organised by the Press Club.



- The department also has collaboration with War College , Mhow, and it organizes mutual interaction programme of students with army officials.

B. Record of benefits academically and financially because of collaborations.

3.7.2 Records of linkages resulted in .(N/A)

- * Curriculum development
- * Internship
- * On-the-job training
- * Faculty exchange and development
- * Research
- * Publication

- * Consultancy
 - * Extension
 - * Student placement
 - * Any other (please specify)
- 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
- 3.7.4 Have the university-industry interactions resulted in the establishment / creation of highly specialized laboratories / facilities?
- Yes, the University – industry interactions resulted in the establishment/ creation of highly specialized laboratories.
- 3.7.5 Any other information regarding Research, Consultancy and Extension, which the university would like to include.

CRITERION IV: INFRASTRUCTURE AND LEARNING RESOURCES

- 4.1 Physical Facilities
- 4.1.1 A. Details of Department physical infrastructure.
B. Maintenance of Laboratories for its optimal utilization. **(Yes)**

Reading Room



Library



Computer Lab



Conference Hall



Studio



Photography Lab



C. Maintenance of Computers for its optimal utilization. **(Yes)**

D. Maintenance of UPSes, Power Supplies. **(Yes)**

E. Maintenance of support services, sanitation, first aid boxes. **(Yes)**

F. Maintenance of building, garden, indoor games structure. **(Yes)**

4.1.2 Record of new initiatives for Infrastructure for promote a good teaching-learning environment- Internet, Wi-fi, Power Point Projectors, Video Equipment. **(Yes)**

4.1.3 Physical ambience for the faculty in terms of adequate research laboratories, computing facilities and allied services. **(Yes)**

4.1.4 List of Facilities like office room, common room and separate rest rooms for women students and staff. **(Yes)**

4.1.5 List of the infrastructure facilities are disabled-friendly.

- As Such we have no separate arrangements, but every facility is available at each floor so in this particular condition ground floor.

4.1.8 Departmental special facilities are available on campus to promote students' interest in sports and cultural events/activities.

- We have Gymnasium, Play grounds, IT Center and auditorium of University and seminar hall, conference room, sports room in the department.

4.2 Library as a Learning Resource. (Yes)

4.2.1 Details of departmental library facilities:

4.2.2 Provide details of the departmental library:

- a) Total area of the library (**110 Sq. Mts.**)
- b) Total seating capacity (**60**)
- c) Working hours (on working days, on holidays, before examination, during examination, during vacation)
 - **10:30 to 5:30 on all days of week (except Sunday and holidays)**
- d) Layout of the library (individual reading carrels, lounge area for browsing and relaxed reading, IT zone for accessing e-resources)
- e) Clear and prominent display of floor plan
 - **Adequate sign boards; (Yes)**
 - **Fire alarm; (Yes)**
- f) Access to differently-abled users and
- g) Mode of access to collection- Automation planned in 2013-14

4.2.3 Departmental library holdings:

- a) Print (books, back volumes and theses) Yes, 3613 Books, Dissertation 2000.
- b) Average number of books added during the last three years. (**600**)
- c) Non Print (Audio-No Video-No, CDs-**43** Downloaded Articles) present in library (**These all facilities are also available in Central library**)
- d) Electronic (e-books, e-journals) **Through Central Library.**
- e) Special collections (e.g. text books, reference books, standards, patents)
 - Reference Collection of Senior Journalist Shri Javahar Lal Ratore

4.2.4 Records of tools the library deploys to provide access to the collection.
(YES in Central Library)

- * OPAC .
- * Electronic Resource Management package for e-journals. Central Library
- * Federated searching tools to search articles in multiple databases. Central Library
- * Library Website .Yes
- * In-house/remote access to e-publications Through IT Center and Central Library

4.2.5 Use of ICT deployed in the library **(Planned in 2013-14)**

- * Library automation.
- * Total number of computers for public access.
- * Total numbers of printers for public access. **(2)**
- * Internet band width speed 2mbps 10 mbps 1 GB *
- * Institutional Repositor.
- * Content management system for e-learning.
- * Participation in resource sharing networks/consortia (like INFLIBNET). **(Yes Through Central Library)**

4.2.6 Details (per year) with regard to

- * Ratio of library books to students enrolled **(13:1)**
- * Average number of books added during the last four years **(33)**
- * Assistance in searching Databases Through Central Library
- * INFLIBNET/IUC facilities Though Central Library

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

Budget during 2011-12

(U.G.C. – 2,00,000/-)

Spent Completely for purchasing new books and Journals.

4.3 IT Infrastructure

4.3.1 Details of Department IT and ICT Infrastructure

Computer Lab: **01**

Faculty rooms having IT Facility.
Wi-Fi Campus.
LCD Projector : **04**

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

- a) Number of systems with individual configurations. **(11)**
- b) Computer-student ratio. **(27:1)**
- c) Dedicated computing facilities.

➤ **School has high Configuration Computers. It has Quark Express, Photoshop , CorelDraw.**

d) LAN facility.

➤ **IT Center is providing LAN Facility with 1GBPS Speed.**

e) Proprietary software.

➤ **MS-Office 2007, Office Scan AntiVirus 2013 Licensed.**

f) Number of nodes/ computers with internet facility

g) Any other (please specify)

After Proprietary

- Operating system software
- -Windows Client 2007
- -Windows 7
- -Corel Draw, PhotoShop, Quark Express
- -Office automation Software.
- -Windows 2007
- -Antiviral Software
- Office Scan Antivirus 2013 Licensed
- Trend Micro Office Scan (From IT Center)

4.3.3 Plans and strategies for deploying and upgrading the IT infrastructure and associated facilities. Up gradation of some software is also to be done.

➤ **Virtual Class Room Planned in 2013-14.**

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 Class room projectors are also connected with Internet.**

- 4.3.5 IT facilities available to individual teachers for effective teaching and quality research.
- **Every Faculty has been allotted with a system with Internet facility.**
- 4.3.6 A. Details of ICT-enabled classrooms/learning spaces available.
- **Most of the Classrooms and Seminar hall ICT Enabled.**
- B. Record of utilization for enhancing the quality of teaching and learning.
- **Powerpoint presentation are available as record. Also Students Feedback copies.**
- 4.3.7 Records of Faculty and computer- aided teaching-learning materials.
- **Yes we have copies of PPT's and research article.**
- 4.3.8 Department availing of the National Knowledge Network connectivity,
- **Yes thorough IT Center.**
- 4.3.9 Record of Availing of web resources such as Wikipedia, dictionary and other education enhancing resources.
- **The presentation of classes are available as a record.**
- 4.3.10 Department budget for the update, deployment and maintenance of computers.
- 4.3.11 Details of plans envisioned for the gradual transfer of teaching and learning from closed university information network to open environment. Are gradually progressing towards progressing towards information to open environment.
- 4.4 Any other information regarding Infrastructure and Learning Resources which the university would like to include.
- **School of Journalism and Mass Communication has one of the best Physical infrastructure. The Building was Inaugurated by the then president of india Smt.Pratibha Patil, 27th June 2008.**

CRITERION V: STUDENT SUPPORT AND PROGRESSION

5.1 Student Mentoring and Support: (Annexure 16)

Acad-emic Year Sem-ester	Progr amme Name	Mentor Name	No. of Students Associated	Hours / Weeks	Durations in number of hours/Semester
2013-14	M.A. M.C-III	Mr. S. Tamrak ar	28	6 hours/ per week	
2013-14	M.A. M.C-I	Mr. Saket Raman	28	6 hours/ per week	
2013-14	B.A. M.C-I	Mr. Bachha Babu	70	6 hours/ per week	
2013-14	B.A. M.C-III	Miss Amita	51	6 hours/ per week	
2013-14	B.A. M.C-V	Dr. Sonali Nargund e	64	6 hours/ per week	
2013-14	M.Phi I	Dr. Mamta Ojha	13	3 hours/ per week	

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

- Students are regularly monitored and teachers try to solve all their academic problem and apart from classroom interaction. Each class students are allotted a separate mentor.

5.1.2 Record of 'apart from classroom interaction', the provisions available for academic mentoring

- **A Mentor provides 3 to 6 hour time every week to a class and sort out the academic, social and carrier related problems.**

5.1.3 Record of department students 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.

Yes, school addressee's issues when ever they have spare time, besides School also conduct's induction programme after admission to provide them guidance from experts. Orientation program is also organized. Students seek help for UGC Carrier counseling and opportunity cell of the University. Students give access to UGC Sponsored language laboratory, Soft Skills and values are imparted in students.

5.1.5 Department does publish its updated prospects and handbook information annually.

- **Yes, Department publish its updated prospectus and handbook info annually. It is also available on the website and we provide online access of course plans, syllabi and result.**

5.1.6 A. Records of the Timely dissipation of financial aid

- Yes, Documents available in office.

C. 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.

- **Yes, scholarship is provided by state government according to rules.**

5.1.7 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.). **(Nil)**

5.1.8 Department use of International Student Cell, number and list of foreign students. **(Nil)**

5.1.9 Department support services available for

- a) Students participating in various competitions/conferences in India and abroad.
 - Yes, School Provides leave and take extra Classes for those students.
- b) Physically challenged / differently-abled students. **(Yes)**
- c) SC/ST, OBC and economically weaker sections.
 - Taking Extra Classes and providing extra Guidance as when asked.
- d) Health centre, health insurance etc.
 - There is a University health center in the Campus.
- e) Skill development (spoken English, computer literacy, etc.).
 - Our Syllabus makes them skilled on mentioned aspects
- e) performance enhancement for slow learners. **(Yes)**
- f) exposure of students to other institutions of higher learning/ corporates/business houses, etc.
 - Through Internship, Students Select in national programs of summer and dissertation training.
- g) publication of student magazines.
 - A in-house journals 'Prayog' is published regularly.
- h) Record of student participation in sports and extracurricular activities.
 - Our Students take parts in university sports.

5.1.10 Placement Records. (Enclosed.)

5.1.11 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).

5.1.12 A. Record of registered Alumni Association. University has the record

B. Record of activities and contributions to the development of the department

C. Record of alumni meets. **(Alumni register available)**

5.1.13 A. Committee members and record of student grievance redressal

Alumini provide intellectual support and sometimes financial support to juniors for their placement. University has student grievance redressal

B. Details of the nature of grievances reported and the redressal. Nil

They meet at regular intervals.

A. Record of anti-ragging committee. Attached

Committee for boys

- a) Dr. M.S. Parmar
- b) Mr. Premjit Sigh
- c) Mr. Saket Raman
- d) Mr. Bachha Babu

Committee for girls

- a) Dr. Sonalee Nargundee
- b) Miss Amita

B. List of instances reported during the last four years and what action has been taken in these cases. **(No Cases of Ragging found)**

5.1.14 Details of the cooperation rendered by parents, industry and its stakeholders to ensure the overall development of its students. Total cooperation Given.

➤ **We also conduct regular teachers parent meeting.**

5.1.15 A. List of participation of women students in intra- and inter-institutional sports competitions and cultural activities.

List Enclosed

B. List of participation of women students in intra- and inter-institutional sports competitions and cultural activities. Attached (d)

5.2 Student Progression

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

Student Progression		%
UG to PG*	3	4.28%
PG to M.Phil.*	2	6.66%
PG to Ph.D.	-	Nil
Ph.D. to Post-Doctoral	-	Nil
Employed		60
• Campus selection		
• Other than campus recruitment		

- 5.2.2 Programme-wise pass percentage during the time span stipulated
- 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. – (3)

➤ **students cleared NET Examination one Student JRF Scholarship.**

- 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

Ph.D. Thesis in Last Four Years.

Submitted and awarded	Accepted
2009 Dr.Rashmi Sharma	
2009 Dr.Raju C.Jhon	
2010 Dr. Anand Paharia	
2010 Dr. Yogesh Gupta	
2011 Dr.Manisha Sharma	
2013 Dr.Siddharth Machiwal	

5.3 Student Participation and Activities

- 5.3.1 A. List the range of sports, cultural and extracurricular activities available to students, Cricket, Badminton, etc.

➤ Students participate in cultural event ‘Media Mantra’

- B. Sports and extracurricular calendar and details of students’ participation.

- 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.

- 5.3.3 A. Gathered data and feedback from pass-out graduates
 B. Gathered data and feedback from employers
 C. Use of the data for the growth and development of the department

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

- Students visit Rala Mandal, Holkar Chatris, Central Museum and Lal Bag.
- 5.3.5 A. Records of Department involvement and encourage its students to publish materials like catalogues, wall magazines, departmental magazine, and other material.
- Students publish the journal ‘prayog’ which is a practical journal.
- B. List the major publications/ materials brought out by the students during the last four academic sessions.
- Prayog the departmental Journal.
- 5.3.6 A. Departmental Student and Alumni association or any other similar body
- B. Details on its constitution, activities and funding.
- (Refer list of student alumni Association)**
- 5.3.7 Details of student representatives in Board of Studies, various academic and administrative bodies. Students has a repetition in B.O.S.
- 5.3.8 Any other information regarding Student Support and Progression which the university would like to include.

CRITERION VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.1 Institutional Vision and Leadership

“To Emerge as a premier higher learning institution by creating, advancing and disseminating knowledge with collective wisdom, through value imbued holistic education for peaceful, sustainable and humane society”

School of Journalism in one of the best institution in media education at national level. It provides creative opportunities to the innovative people to convert their abilities into art and science of course Mass communication. It aims for shaping the students in a manner that they can contribute their best to media industry.

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

“Educating and empowering the learners and Media students to realize their potential through righteous blending of knowledge, skills, and values for serving the society and to prepare responsible citizens and ethical media persons.”

6.1.2 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,

Present scenario is of information technology. Importance of communication is from earlier times. Earlier kings used to extend and expand their empires by waging wars against another kingdom now media is doing this and extending itself in other counties. The School of Journalism and Mass Communication is set up to cater to the needs of the society the students it seeks to serve.

6.1.3 Write-up of

- * ensuring the organization’s management system development, implementation and continuous improvement
- * interacting with its stakeholders
- * Reinforcing a culture of excellence
- * identifying organizational needs and striving to fulfill them

The Schools of Journalism and Mass Communication runs efficiently through permanent and guest faculties. It has a good office staff and peons who work efficiently. The Team of teachers is very strong and gives their best to the students.

Department celebrates different festivals like Saraswati Puja, Navratri and Ganesh Chaturthi in the department to build up a good value system among the students. The School of Journalism tries to identify organizational needs and fulfill them. It has efficient administrative and technical Staff.

6.1.4 Records of Departmental and other committees meetings (**Annexure 15**)

6.1.6 Write-up of a culture of participative decisions in the department

There is a culture of participative decisions in the department which can be seen at the time of departmental meetings. Teachers give knowledge to the students through participative methods.

6.1.7 Record of Grooming leadership at various levels.

There is a record of grooming leadership at the time of annual functions, seminar in the class room

6.1.10 Record of knowledge management strategy

Knowledge is managed by giving assignments to the student by conducting regular evaluation in the form of tests & through PowerPoint presentation.

6.1.11 Write up on

- * Contributing to national development

The University contributes to national development when it gives knowledge to the students who come from different places in the country. The department students are well placed in print and electronic media from all over the country.

- * Fostering global competencies among students
Fostering global competencies among students- Global competencies are developed in student when they study the subject international communication
- * Inculcating a sound value system among students

Inculcating a sound value system- student are given good spiritual lecture from religious leaders time to time. The department celebrates different festivals.

- * Promoting use of technology.

Promoting use technology- the teachers and the students are advised to use more and more of technology in their classroom technique.

- * Quest for excellence

The department works for excellence by giving the maximum to the students. It has a wall furnished T.V. Studio a good photographic lab a rich library good amount of computers.

Since 1986, School has educated PG Students and doctoral Students, Who are Serving the nation.

- 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
 - * Enhancing Teaching and learning
 - * Enhancing Research and development
 - * Enhancing Community engagement
 - * Enhancing Human resource planning and development
 - * Enhancing Industry interaction
 - * Enhancing Internationalisation
- 6.2.2 Departmental organizational structure and decision making processes and their effectiveness.

Department is situated at a central place in the university. It has T.V. Studio and photography lab and well furnished room.

The head of the department takes decisions based on a participate thinking. student and faculty are included in the decision making process because of which a cooperation is built up.

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

The Department function independently and autonomously to ensure 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. **(No)**
- 6.2.6 Performance audit of the department by external experts. **(Regularly Done)**

- 6.3 Faculty Empowerment Strategies

Self appraisal system done of the faculties. Workshops and seminars are arranged on research, computer education and technical matters.

6.3.1 Outcome of the reviews of self appraisal and PBAS and important decisions taken on that

Faculties Are given encouragement and incentives based on self appraisal.

6.3.3 List of teachers availing welfare schemes available for teaching and non-teaching staff. (N/A)

6.3.4 List and number of attracted and retained eminent faculty in last 4 years (N/A)

6.3.5 Gender audit during the last four years of the department achievements and pass percentages and its salient findings. (N/A)

6.4 Financial Management and Resource Mobilization (N/A)

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

6.4.5 Efforts taken by the department for resource mobilization. (N/A)

6.4.6 Record of endowment funds created. (N/A)

6.5 Internal Quality Assurance System

Internal workshops are arranged to improve teaching learning and evaluation, refresher course arranged for the teachers.

CRITERIA VII: INNOVATIONS AND BEST PRACTICES

7.1 Environment Consciousness

The school is too much sincere about environment issues. As a Media department, our teachers always aware students about contemporary issues. In September, we have hosted **youth conference on climate change** in collaboration with EPCO, Bhopal and Children science centre, Indore. To create awareness about environmental issues among Media persons and students, In January 2013, we have hosted **workshop on science writing**. School had also organized plantation in campus and sincerely supporting or participating in such efforts and programs of the university.

7.1.1 Department Area Green Audit details:

- We are promoting **Green department and green campus** policy.
- We are following university **Green calendar**.
- * We have developed our **own external garden**.

7.1.2 Departmental initiative to make the campus eco-friendly?

- * Energy conservation

We are sincere about energy conservation because-:

- * We are using **CFL and Tubes**.
- * We have signboards in each class about **Save Energy**.
- * Our student and staffs are sincere about **Energy saving**.
- * Use of renewable energy
Solar Power Station planned in 12th plan
- * Water harvesting
- * Check dam construction
- * Efforts for Carbon neutrality
Students and faculty are increased it used byes cal ones a week
- * Plantation. Plantation Done
- * Hazardous waste management
- * e-waste management
Done through I.E.T. which gives it the government agency
- * any other (please specify)

7.2 Innovations

Innovations

1. continuously organizing alumni meet .



2. Different festivals were organized by the department.

3. Parent teachers meet is organized.

4. plantation done.



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

Taking out of rallies on important occasions:-

- Keeping the campus Clean
- Planting Tress.
- Keeping the Bulletine boards live
- Giving of practical assignments.

7.3 Best Practices

Best Practices

- * Teachers are given different subject in each semester, so that they do not become dull and monotonous. It also helps in all-round development of the teachers. Students get benefits from such practices.
- * More number of workshops organized for the students.
- * Regular practice of Hindi & English typing.

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

- * Giving Practical assignments to students.

- * Organizing the Annual Function of the department ‘**Media Mantra**’ Solely by the Students.

Format for Record of Best Practices of the department

1. Title of the Practice
This title should capture the keywords that describe the practice.
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)?
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)?
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)?
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.
6. Problems Encountered and Resources Required
Please identify the problems encountered and resources required to implement the practice (in about 150 words).
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).