ANNUAL QUALITY ASSESSMENT STATUS REPORT

Name of the School : Educational Multimedia Research Centre

Year of Report: **2011-2012**

Part A: The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year.

1	**Curricular Aspect**	- Semester Grade-Credit System is followed. - M.Sc. (Electronic Media - Integrated), M.B.A. (Media Management), Ph.D. (Electronic Media Studies) are among the most uniqly enriched media studies programs in the Country. - The curriculum is updated from time to time . Last updated in May 2012. - Curriculum development process is participatory involving various stake holders. Alumni feedback provides a detail insight in the process. - Curriculum update based on the current needs of competitive skill set for media industry. - Formal feedback is obtained from the students. Obtained feedback is utilized for update the courses. - All courses of EMRC are job-oriented courses. - ICT in Education is one of the compulsory components of Curriculum. - Admission to M.Sc. (Electronic Media - Integrated) and M.B.A. (Media Management) is on the basis of All India CET (Common Entrance Test) Merit. Admission to Ph.D. course is now on the basis of Entrance Exam (DET – Doctoral Entrance Test) and interview. - State Government's norms are followed in admission process for reserved categories and women.

2	**Teaching, Learning and Evaluation**	- Seminar hall is equipped with corporate seating and multimedia theatre projection system. - Lectures are supplemented by assignments, seminars and production exercises. - Teacher student ratio is 1:33 - EMRC boasts of a team of qualified and competent faculty (01 Professor, 02 Readers, 04 Lecturers) - Teachers are motivated for attending refresher courses, seminars, workshops etc. - Ph.D. qualified faculty as on date is over 50%. - Vacancies in regular faculty positions are being met by contractual appointments and visiting faculty. - Continuous and comprehensive evaluation process is followed with three sessional tests, end-semester exam in each course. - Transparency and openness is hallmark o f evaluation system. - Grade credit, Teacher-based evaluation system is followed. - Strict adherence to examination schedule, timely evaluation of answer sheets and declaration of results. July-Dec sem ends on 15th Dec. and Jan-May sem ends on 15th May. - Students' are given feedback on their performance and answer sheets are shown to them. - Result processing is computerized. - Teaching learning process incorporates ICT components.

		• External audit in the form of Comprehensive Viva-Voce on sem end is a special feature of evaluation.
		• Innovative Evaluative practices like peer evaluation, open book examination, MCQ based tests, Teacher Evaluation by Students are followed.
		• Environmental education, Special Education, and Guidance and Counseling are some of the value added courses which are part of curriculum.
		• Applied statistics and SPSS are unique components of Research Methodology course at PG Level.
		• Important days, co-curricular activities and Annual Drama and Film festivals are observed/celebrated.
3.	**Research, Consultancy and Extension**	• 10 Research Scholars are on roll.
		• Dissertation work is essential of M.Sc. (EM – Integrated) PG component and M.B.A. (Media Management).
		• National Workshop on "Research Report Writing in Social Sciences" was organized on March 15-17, 2012.
		• Average Faculty Participation in Seminar / Workshop / Conference etc is four per year.
		• Approximately 45 research papers presented by final semester students.
		• Department is providing consultancy in Research Methodology, SPSS and Guidance and counseling etc.
		• Self instruction material in electronic and digital form is developed.
		• Extension services : University Cultural Centre and Gyanvani FM Radio

4.	**Infrastructure and Learning Resources**	• Optimal utilization of video production equipments and IT resources. • Dissemination of e-content has been planned. • All class rooms are ICT enabled. • Department has enriched library with 4,000 plus books and reading room. • A separate reference section with reading room available. • IT and multimedia labs are equipped with high-end workstation.
5.	**Student Support and Progression**	• Good Placements, most of the students are absorbed in different domains of Media Industry. • Students avail of Hostel, internet and health facilities of the University. • Grievances redressal. Antiragging mechanism exists and counseling is provided to students. • Remedial classes are arranged for weak students. • Special guidance is given to students aspiring for FTII Examination. • Students participate in University Cultural and Sports activities.
6.	**Governance and Leadership**	• Full academic autonomy. • Faculty involved in Selection, Examination and professional Development activities of the university. • Consultancy and support to Media organization in conducting selections, management and professional development activities. • EMRC holds vital position in managing affairs of Devi Ahilya University related to media production. • Academic calendar is strictly followed.

		Teaching schedule is adhered to and syllabus is covered on time.
		• Strong emphasis on classroom teaching and faculty interaction.
		• Result declared on time.
		• Assessment of student is undertaken through regular and continuous evaluation and end semester examination.
		• Student feed system is followed for continuous improvement.
		• University's various examinations are organized and conducted in the department.

7	**Innovative Practices**	• **EMRC is unique centre in the country, credited to innovatively practice four aspects**
		  1. Broadcast
		  2. Media Production
		  3. Media Courses and
		  4. Media Research
		     under one roof.
		
		• Activity group formed to inculcated basic media practices like Theatre, Music, Photography and Literature.
		
		• MCQ based testing is a regular feature at EMRC.
		
		• Media production experience program is one of the important and unique components of course at EMRC.
		
		• 'Earn while Learn' program for PG component student.
		
		• Adherence to media observation and media research activities are core feature of the course

Part B:

01	Activities reflecting the goals and objectives of the institution	Regular teaching with teaching aids Syllabus coverage in details Promotion of research and media production activities NMEICT E-Content Production
02	New academic program initiated (UG and PG)	None
03	Innovations in curricular design and transaction	Syllabus of computer application in Editing and Animation paper has been revised and upgraded.
04	Inter-disciplinary programmers started	Human Resource Management, Economics, Finance, Accounting, Sociology subjects are already there in syllabus
05	Examination reforms implemented	Semester system is followed and the answer sheets were shown to the students after evaluation.
06	Candidates qualified NET/SLET/GATE etc.	Nil (These Examinations are not held in subject of Electronic Media.)
07.	Initiative towards faculty development programme	A Participative Dialogue Research Forum – PDRF is initiated to encourage voluntary participation amongst faculty members and research scholar. It is based on interdisciplinary approach.
08	Total number of seminars/workshops conducted	1. A National Seminar on 'Changing Trends in Television' delivered by Ms. Deepika Shivdasani, AVP – SonySAB TV 2. Fourty Four Research papers were presented by EMRC students in the National Seminar 3. CG Meet-up on 'Camera Tracking and Match Move' by Rhythm & Hues 4. An Interactive Session on 'Television Programming' by Mr. Harish Iyer, Vice President Colors TV-Vaicomm18 Group 5. An Interactive Session on 'TV Fiction Development' by Mr. Prashant Bhatt, Creative Director, Colors TV-Viacomm18 Group. 6. Seminar on 'Recruitment and Career Development in Broadcast Company' by Ms. Mehak Arora, AVP – Star India Pvt. Ltd.
09	Research projects a)Newly implemented b)Completed	Nil
10.	Patents generated if any	Nil
11.	New collaborative research program	Research project with CEC & UGC, New Delhi taken up from time to time.

12.	Research grants received from various agencies	EMRC produces ETV Programs, LOR, eContent and EDUSAT Lectures which are based on research. EMRC is fully funded for research and production by UGC-CEC
13	Details of Research scholars	Name of Scholar Supervisor 1. Hemant Gour Dr. P. Singh 2. Devi Dayal Rai Dr. P. Singh 3. Pallavi Khosa Dr. P. Singh 4. Gajendra Awasya Dr. P. Singh 5. Lalit Ingle Dr. A. K. Singh 6. Rakshak Jain Dr. A. K. Singh 7. Narayan Patidar Dr. A. K. Singh 8. Rajendra Mourya Dr. A. K. Singh 9. Dhara Pandey Dr. A. K. Singh
14.	Citation index of Faculty members and impact factor	Nil
15	Honors/Awards to the faculty	Nil
16	Internal resources generated	Departmental Fees
17.	Details of departments getting SAP, FIST, etc assistance/recognition	None
18.	Community services	Organizing Film Festivals 4 times in a year
19.	Teachers and officers newly recruited	Nil
20.	Teaching-Non-teaching staff ratio	1 : 3
21.	Improvements in the library services	New Books with latest titles have been added in the Departmental Library. Text Book movies DVD added to the library
22.	New books/journals subscribed and their Value	Books 95000/-
23.	Courses in which Student Assessment of Teachers is introduced and the action taken on student feedback.	1. M.Sc. Integrated 2. M.B.A. Media Management Student's Feedback was analyzed. Overall rating about the department and teachers was very good.
24.	Unit Cost of Education. Unit cost = total annual expenditure budget (Actual) divided by the number of students enrolled.	Rs. 37379.49/-

25.	Computerization of Administration and the process of Admissions and examination, result issue of certificates.	Complete process is Computerized.
26.	Increase in the infrastructural facilities.	5 Video Editing Workstation (FCP), 1 Audio Editing Workstation (LogicPro), Teleprompter, Display Board, MultiViewer installed
27.	Technology up gradation.	Hi-end workstation installed for Audio and Video Editing (Broadcast Oriented)
28	Computer and internet excess and training to teacher and students.	Yes
29.	Financial aid to students.	Govt. aid is provided to SC/ST candidates
30.	Activities and support from the Alumni Association.	Alumni helps in placement contact. A visit register of alumni is maintained.
31.	Activities and support from the parent Teacher Association.	Parents are invited in small groups from time to time for discussion.
32.	Health Services.	Students are provided Health Centre facility by the University. First Aid Box is available in Library.
33.	Performance in sports activities.	Students participated in Inter Departmental Sports activities.
34.	Incentives to outstanding sports persons.	None
35.	Students achievements and awards.	Students participation in International and National Film Festival
36.	Activities of the Guidance and Counseling Units.	Discussion with students and research scholars is held to provide information and to encourage them in various media production activites.
37.	Placements services provided to student.	• Sixty six companies were contacted during the placement drive • **Five** companies turned to EMRC Campus. (Star India, Reliance Broadcast Network Ltd., HT Media Ltd., Viacomm18, DB Corp) • Eighteen offers made by the companies visited campus. Ten off-campus offers. • 57 students of EMRC were the part of process

		• Average package offered on campus 3.5 Lacs • Highest CTC offered on campus is 5.03 Lacs • Approx 50% students got placed through campus. • Major Off-campus recruiters are Purple Focus, Srijan Advertising UTV Production, Sphere origin & Colosceum Media.
38.	Development programmes for Non- teaching staff.	Training for online counseling and admission through MPOnline.
39.	Healthy practices of the institution.	Regular and quality teaching Active participation in research activities Departmental harmony in working For quality assurance, self analysis and feedback from students was practiced.
40.	Linkages developed with National/ International, Academic/Research bodies.	1. Member of ASIFA an International NGO Animation Society 2. Member of All India Association of Educational Research
41.	Any other relevant information the institution wishes to add	Department works for the overall development of the students through regular teaching and discussion with the students.

Part C: Detail the plans of the institution for 2012-2013:

- **Curriculum**
  The curriculum design is balanced and broad based for its applicability to other disciplines which require media production background.

  The syllabus will be revised to include recent knowledge in various topics.

- **Strategies of teaching learning**
  Lecturing aided by HDMI Equipment for demonstration. Media production assignments are being carried out on industry matched equipment.

- **Student feedback system design**
  Student's feedback about department, faculty and course will be practiced as per IQAC design

- **Collection of feedback and its analysis; Format of analysis**

Feedback will be collected every year by 15th December for all the three Semesters from the students and will then be analyzed by the Faculty members by 1st week of January. The overall report considering various points will be prepared and necessary improvements will be done for the coming year.

Improvement plan

Infrastructure

- Construction of a Cinema Theatre and Editing Lab

Research activities & promotion

- To strengthen research activities, new research projects will be submitted to various funding agencies.
- Faculty participation in Seminars, Conferences and visits will be encouraged
- Collaborative research activities will be promoted.

Name & Signature of the
Coordinator QAC

Name & Signature of the
HEAD, UTD