

Annual Quality Assurance Report (AQAR) in Accredited Institutions (Revised in October 2013)



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद्

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

P. O. Box. No. 1075, Opp: NLSIU, Nagarbhavi, Bangalore - 560 072 India

The Annual Quality Assurance Report (AQAR) of the IQAC

All NAAC accredited institutions will submit an annual self-reviewed progress report to NAAC, through its IQAC. The report is to detail the tangible results achieved in key areas, specifically identified by the institutional IQAC at the beginning of the academic year. The AQAR will detail the results of the perspective plan worked out by the IQAC. (Note: The AQAR period would be the Academic Year. For example, July 1, 2012 to June 30, 2013)

Part – A

AQAR for the year (for example 2013-14)

2016-17

I. Details of the Institution

1.1 Name of the Institution

SCHOOL OF COMMUNICATION

1.2 Address Line 1

OLD TILE FACTORY ROAD

Address Line 2

PRESS CORNER

City/Town

MANIPAL, UDUPI

State

KARNATAKA

Pin Code

576104

Institution e-mail address

office.mic@manipal.edu

Contact Nos.

0820-2571901,902, 903,904

Name of the Head of the Institution:

Dr Nandini Lakshmikantha (15/12/2014 to 15/12/2017).

Dr.Padma Rani (15/12/2017 onwards)

Tel. No. with STD Code:

0820 2571901

Mobile:

Dr.Nandini.Lakshmikantha: 09620397265; Dr.Padma Rani: 9686688116

Name of the IQAC Co-ordinator:

Dr. Padma Rani

Mobile:

0968688116

IQAC e-mail address:

NIL

1.5 Website address:

www.manipal.edu/soc

Web-link of the AQAR:

For ex. <http://www.ladykeanecollege.edu.in/AQAR2012-13.doc>

1.6 Accreditation Details

Sl. No.	Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1	1 st Cycle	B+	--	2002	5 yrs
2	2 nd Cycle	A	3.30	2016	5 yrs

1.7 Date of Establishment of IQAC :

DD/MM/YYYY

13/03/2015

1.8 Details of the previous year's AQAR submitted to NAAC after the latest Assessment and Accreditation by NAAC ((for example AQAR 2010-11 submitted to NAAC on 12-10-2011))

- i. AQAR _____ (DD/MM/YYYY)
ii. AQAR _____ (15/04/2015)

1.9 Institutional Status

University

State Central Deemed Private

Affiliated College

Yes No

Constituent College Yes No

Autonomous college of UGC Yes No

Regulatory Agency approved Institution Yes No

(eg. AICTE, BCI, MCI, PCI, NCI)

Type of Institution Co-education Men Women

Urban Rural Tribal

Financial Status Grant-in-aid UGC 2(f) UGC 12B

Grant-in-aid + Self Financing Totally Self-financing

1.10 Type of Faculty/Programme

Arts Science Commerce Law PEI (Phys Edu)

TEI (Edu) Engineering Health Science Management

Others (Specify)

1.11 Name of the Affiliating University (*for the Colleges*)

Manipal Academy of Higher Education (MAHE)

1.12 Special status conferred by Central/ State Government-- UGC/CSIR/DST/DBT/ICMR etc

Autonomy by State/Central Govt. / University NA

University with Potential for Excellence NA UGC-CPE NA

DST Star Scheme NA UGC-CE NA

UGC-Special Assistance Programme NA DST-FIST NA

UGC-Innovative PG programmes

NA

Any other (*Specify*)

UGC-COP Programmes

NA

2. IQAC Composition and Activities

2.1 No. of Teachers

4

2.2 No. of Administrative/Technical staff

1

2.3 No. of students

1

2.4 No. of Management representatives

1

2.5 No. of Alumni

2

2.6 No. of any other stakeholder and
community representatives

-

2.7 No. of Employers/ Industrialists

-

2.8 No. of other External Experts

-

2.9 Total No. of members

9

2.10 No. of IQAC meetings held

2.11 No. of meetings with various stakeholders: No. Faculty
 Non-Teaching Staff Students Alumni Others

2.12 Has IQAC received any funding from UGC during the year? Yes No
 If yes, mention the amount

2.13 Seminars and Conferences (only quality related)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the IQAC

Total Nos. International National State Institution Level

(ii) Themes

2.14 Significant Activities and contributions made by IQAC

2.15 Plan of Action by IQAC/Outcome

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 *

Plan of Action	Achievements
Departmental documentation	Academic progression
Academic Progression	Continued evaluation of records
Adherence to academic plan	
To conduct national conference	

* Attach the Academic Calendar of the year as Annexure.

2.15 Whether the AQAR was placed in statutory body Yes No

Management Syndicate Any other body

Provide the details of the action taken

Part – B

Criterion – I

I. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD	1		1	
PG	2	-	2	
UG	2		2	
PG Diploma	1	-	1	
Advanced Diploma	Nil	-		
Diploma	Nil	-		
Certificate	1	-	1	
Others	Nil	-		
Total	7		7	
Interdisciplinary				
Innovative				

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	7
Trimester	Nil
Annual	Nil

1.3 Feedback from stakeholders* Alumni Yes Parents Yes Employers Yes Students Yes
(On all aspects)

Mode of feedback : Online Y Manual Co-operating schools (for PEI)

**Please provide an analysis of the feedback in the Annexure*

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects.

Additional electives plus new specialisation subjects has been added to the B.A Media & Communication syllabus
--

1.5 Any new Department/Centre introduced during the year. If yes, give details.

Multimedia Resource Centre

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
21	17	2	2	nil

2.2 No. of permanent faculty with Ph.D.

4

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
1	-	-	-	-	-	-	-	1	-

2.4 No. of Guest and Visiting faculty and Temporary faculty

23	5	-
----	---	---

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	7		
Presented papers	7		
Resource Persons			

2.6 Innovative processes adopted by the institution in Teaching and Learning:

am plus students experimental newspaper, TV news production, documentary production video and audio, organising and managing events, class presentation, class seminars, RTI filing drive

2.7 Total No. of actual teaching days during this academic year

231

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

Double evaluation

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

10

2.10 Average percentage of attendance of students

84%

2.11 Course/Programme wise
distribution of pass percentage :

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
BAJC	112	49	50		1	100 /89%
MAMC	46	33	12			45 /97%
PGDCC	1		1			1 /100%
MAF	2					0
B. Sc. Animation	5	2	3			5 /100%

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes:

Lesson plans, internal audits and external audits

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	Nil
UGC – Faculty Improvement Programme	Nil
HRD programmes	Nil
Orientation programmes	2
Faculty exchange programme	2
Staff training conducted by the university	
Staff training conducted by other institutions	2
Summer / Winter schools, Workshops, etc.	1
Others	

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	13	1	-	13
Technical Staff	6	-	-	6

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the IQAC in Sensitizing/Promoting Research Climate in the institution

Conference participation, paper publication and documentary production

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	Nil	Nil	Nil	Nil
Outlay in Rs. Lakhs	Nil	Nil	Nil	Nil

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number				
Outlay in Rs. Lakhs				

3.4 Details on research publications

	International	National	Others
Peer Review Journals			
Non-Peer Review Journals			
e-Journals			
Conference proceedings	3		

3.5 Details on Impact factor of publications:

Range Average h-index Nos. in SCOPUS

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects				
Minor Projects				
Interdisciplinary Projects				
Industry sponsored				
Projects sponsored by the University/ College				
Students research projects <i>(other than compulsory by the University)</i>				
Any other(Specify)				
Total				

3.7 No. of books published i) With ISBN No. Chapters in Edited Books

ii) Without ISBN No.

3.8 No. of University Departments receiving funds from

UGC-SAP CAS DST-FIST
DPE DBT Scheme/funds

3.9 For colleges

Autonomy CPE DBT Star Scheme
INSPIRE CE Any Other (specify)

3.10 Revenue generated through consultancy

3.11 No. of conferences

organized by the Institution

Level	International	National	State	University	College
Number	1	1			
Sponsoring agencies					

3.12 No. of faculty served as experts, chairpersons or resource persons

3.13 No. of collaborations International National Any other

3.14 No. of linkages created during this year

3.15 Total budget for research for current year in lakhs :

From Funding agency From Management of University/College
Total

3.16 No. of patents received this year

Type of Patent		Number
National	Applied	nil
	Granted	
International	Applied	nil
	Granted	
Commercialised	Applied	nil
	Granted	

3.17 No. of research awards/ recognitions received by faculty and research fellows

Total	International	National	State	University	Dist	College
-------	---------------	----------	-------	------------	------	---------

year

--	--	--	--	--	--	--

 Of the institute in the

3.18 No. of faculty from the Institution who are Ph. D. Guides
and students registered under them

3.19 No. of Ph.D. awarded by faculty from the Institution

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)
JRF SRF Project Fellows Any other

3.21 No. of students Participated in NSS events:
University level State level
National level International level

3.22 No. of students participated in NCC events:
University level State level
National level International level

3.23 No. of Awards won in NSS:
University level State level
National level International level

3.24 No. of Awards won in NCC:
University level State level
National level International level

3.25 No. of Extension activities organized
University forum College forum
NCC NSS Any other

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility

Namma Angadi

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Campus area	05Acres	-		05 Acres
Class rooms	12	-		12
Laboratories	05	-		05
Seminar Halls	01	-		01
No. of important equipments purchased (≥ 1-0 lakh) during the current year.	-			-
Value of the equipment purchased during the year (Rs. in Lakhs)	-			-
Others				

4.2 Computerization of administration and library

Both administration and Library computerised with 18 computers. There is a separate section for internet browsing for students.

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	12268	27 lakhs	82	85000	12350	2785000
Reference Books	275		5		280	
e-Books	31		4		35	0
Journals	56(journals+ other periodicals)	3 lakhs			56	4.75

e-Journals	6		4		10	
Digital Database	2 2	5.6lakhs	0		4 0	5.6 lakhs access
audiovisual	664	535000	111	20000	775	555000
Others (specify)	13	50000	0		13	50000
Thesis	715		66		781	

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	127	103	128	7	-	7	Lib-4	6
Added	2	2						
Total	129	105						

4.5 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

NIL

4.6 Amount spent on maintenance in lakhs :

i) ICT	<input type="text"/>
ii) Campus Infrastructure and facilities	<input type="text"/>
iii) Equipments	<input type="text"/>
iv) Others	<input type="text"/>
Total :	<input type="text"/>

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Providing guidance for Dissertation and providing guidance for projects

5.2 Efforts made by the institution for tracking the progression

Through alumni cell

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
391	98	7	

(b) No. of students outside the state

333

(c) No. of international students

23

Men

No	%
213	

Women

No	%
283	

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
436					436	496					496

Demand ratio 5%

Dropout % 1%

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

The support system exist within curriculum

No. of students beneficiaries

5.5 No. of students qualified in these examinations

NET

NIL

SET/SLET

NIL

GATE

CAT

IAS/IPS etc State PSC UPSC Others

5.6 Details of student counselling and career guidance

- Student Teacher Mentor Program
- Placement Cell
- Student affairs unit at university

No. of students benefitted

5.7 Details of campus placement

<i>On campus</i>			<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
27	100	100	---

5.8 Details of gender sensitization programmes

Gender Sensitization Program by MAHE

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events

State/ University level National level International level

No. of students participated in cultural events

State/ University level National level International level

5.9.2 No. of medals /awards won by students in Sports, Games and other events

Sports : State/ University level National level International level

Cultural: State/ University level National level International level

5.10 Scholarships and Financial Support

	Number of students	Amount
Financial support from institution	25	10,41,400
Financial support from government		
Financial support from other sources		
Number of students who received International/ National recognitions		

5.11 Student organised / initiatives

Fairs : State/ University level National level International level

Exhibition: State/ University level National level International level

5.12 No. of social initiatives undertaken by the students

5.13 Major grievances of students (if any) redressed: NIL

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the institution

<p>Vision:</p> <ol style="list-style-type: none">To create media professionals who can function efficiently in an increasingly dynamic atmosphere.To provide a unique learning atmosphere that fosters critical thinking, encourage creativity and entrepreneurship. <p>Mission:</p> <p>The School is committed to excellence in the field of media education. The students are trained in all aspects of media, with high emphasis on gaining a holistic understanding of the ethical, cultural and political atmosphere with an international outlook.</p>

6.2 Does the Institution has a management Information System

yes

6.3 Quality improvement strategies adopted by the institution for each of the following:

6.3.1 Curriculum Development

Established curriculum is revisited and restructured.

6.3.2 Teaching and Learning

Incorporating ICT methods, group seminars and interactive teaching and field visits, film festival and workshops,

6.3.3 Examination and Evaluation

Passing marks in internal assessment made compulsory to appear in external examination.

Extra classes for students in need of special attention continuation of dual evaluation process

6.3.4 Research and Development

Encouraging interested faculties to participate in national and International conferences by allocating Rs.50,000/- per faculty. Providing additional monetary benefits to the scholars who have published their research articles in journals with high impact.

6.3.5 Library, ICT and physical infrastructure / instrumentation

Additional books, new updated computers added to the computer labs.

6.3.6 Human Resource Management

Sending faculty on international exchange programme, facilitate monetary sharing for consultancy projects

6.3.7 Faculty and Staff recruitment

Adhering to university norms

6.3.8 Industry Interaction / Collaboration

Industry interactions by industry specialists, students sent on industry internships

6.3.9 Admission of Students

On line application and entrance test

6.4 Welfare schemes for

Teaching	Yes
Non teaching	Yes
Students	yes

6.5 Total corpus fund generated

NIL

6.6 Whether annual financial audit has been done

Yes No

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	TUV Reiland	Yes	Internal auditors
Administrative	Yes	TUV Reiland	Yes	Internal auditors

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes Yes No

For PG Programmes Yes No

6.9 What efforts are made by the University/ Autonomous College for Examination Reforms?

Second and third evaluation

6.10 What efforts are made by the University to promote autonomy in the affiliated/constituent colleges?

Free hand in administration, budgeting and academics

6.11 Activities and support from the Alumni Association

SOC's 20th year celebration with an all batches alumni meet (1997-2017). Illustrious alumni Mr. Sameer Hashmi (2008 batch), correspondent BBC News, India conducted a session during a students' conducted event- Article-19

6.12 Activities and support from the Parent – Teacher Association

Parent meet during orientation session and parent as resource person

6.13 Development programmes for support staff

6.14 Initiatives taken by the institution to make the campus eco-friendly

Reduced paper consumption, Green column in students experimental newspaper, supporting NEEM activity

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the institution. Give details.

RTI filing drive continued.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

7.3 Give two Best Practices of the institution (*please see the format in the NAAC Self-study Manuals*)

Student mentor system, acknowledging services of students and faculty members, recognising students performance, continued industry interaction, bringing practicalities to the subject.

**Provide the details in annexure (annexure need to be numbered as i, ii,iii)*

7.4 Contribution to environmental awareness / protection

Street play, publication of articles, planting, giving saplings during events

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

Faculties are recognised by state owned agencies to conduct workshops, staff members were actively involved in BOE and BOS of state owned as well private universities. Faculty members participate as resource person in various Tv channels, radio programmes, contribute regularly to newspapers. Faculties conduct workshops in their field of expertise.

8. Plans of institution for next year

Promote research among faculty & students, Strengthen IQAC, Increase international collaborations

Name _____

Name _____

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC

Abbreviations:

CAS	-	Career Advanced Scheme
CAT	-	Common Admission Test
CBCS	-	Choice Based Credit System
CE	-	Centre for Excellence
COP	-	Career Oriented Programme
CPE	-	College with Potential for Excellence
DPE	-	Department with Potential for Excellence
GATE	-	Graduate Aptitude Test
NET	-	National Eligibility Test
PEI	-	Physical Education Institution
SAP	-	Special Assistance Programme
SF	-	Self Financing
SLET	-	State Level Eligibility Test
TEI	-	Teacher Education Institution
UPE	-	University with Potential Excellence
UPSC	-	Union Public Service Commission
