

प्रज्ञानं ब्रह्म



Manipal

INSPIRED BY LIFE

Annual Quality Assurance Report (AQAR)

2013 -14

School of Communication, Manipal



Submitted to

Manipal Academy of Higher Education

Manipal 576104, Karnataka

Vision

To create media professionals who can function efficiently in an increasingly hostile and diverse political and cultural atmosphere.

To ensure that the future media professional is multi skilled in all aspects of communication.

To provide a unique learning atmosphere that fosters critical thinking, diminishes barriers of hierarchy and encourage creativity and entrepreneurship.

Mission

The institute 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 well-rounded understanding of the ethical, cultural and political atmosphere of our country in particular and the world in general. Its primary objective is to ensure that the future of media is in safe hands.

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)

2013-14

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:

Mr. Varadesh Hiregange

Tel. No. with STD Code:

0820 2571901

Mobile:

9902710092

Name of the IQAC Co-ordinator:

Mr.Sunil Bhadri

Mobile:

09481283346

IQAC e-mail address:

NIL

1.5 Website address:

www.manipal.edu/soc

Web-link of the AQAR:

<http://www.manipal.edu/IQAC-SOC>

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				
3	3 rd Cycle				
4	4 th Cycle				

1.7 Date of Establishment of IQAC :

DD/MM/YYYY

09/08/2013

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 NIL
- ii. AQAR NIL
- iii. AQAR NIL

iv. AQAR NIL

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 (<i>Specify</i>)	
UGC-COP Programmes	NA		

2. IQAC Composition and Activities

2.1 No. of Teachers	5
2.2 No. of Administrative/Technical staff	1
2.3 No. of students	1
2.4 No. of Management representatives	2
2.5 No. of Alumni	NIL
2.6 No. of any other stakeholder and community representatives	1
2.7 No. of Employers/ Industrialists	NIL
2.8 No. of other External Experts	NIL
2.9 Total No. of members	10
2.10 No. of IQAC meetings held	ONE

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

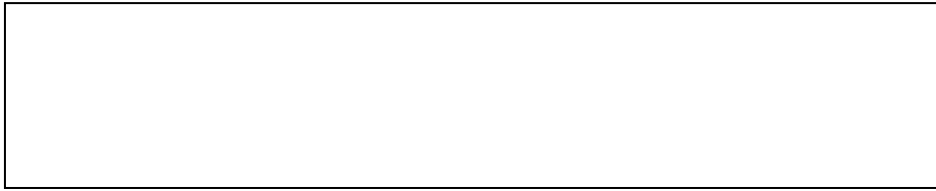
The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
Departmental documentation	Academic Progression
Academic progression	Continuous 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	1	
PG	2	-	2	
UG	1		1	
PG Diploma	1	-	1	
Advanced Diploma	Nil	-		
Diploma	Nil	-		
Certificate	1	-		
Others	nil	-		
Total	6	-	5	
Interdisciplinary	NIL			
Innovative	NIL			

- 1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options: **Elective Option**
(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	4
Trimester	Nil
Annual	Nil

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

Mode of feedback : Online 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.

No

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

No

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty	Total	Asst. Professors	Associate Professors	Professors	Others
	16	15	1		Nil

2.2 No. of permanent faculty with Ph.D.

1

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
Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil

2.4 No. of Guest and Visiting faculty and Temporary faculty

20 4 -

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	8	4	Nil
Presented papers	8	4	Nil
Resource Persons	Nil	Nil	Nil

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

Student practice Newspaper, Documentary production (video & audio), Organising & managing events, Class presentations, Class seminars

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

208

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

9	-	-
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2.10 Average percentage of attendance of students

79%

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	86					66.27
MA COM	47					46
PGDCC	3					67
MA FA	5					80

2.12 How does IQAC Contribute/Monitor/Evaluate the Teaching & Learning processes: **Lesson Plan, Faculty Meetings, Internal & External Audit**

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	Nil
Faculty exchange programme	2
Staff training conducted by the university	1
Staff training conducted by other institutions	Nil
Summer / Winter schools, Workshops, etc.	Nil
Others	Nil

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	14	-	-	-
Technical Staff	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 & Documentary Production

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	Nil	1	1	Nil
Outlay in Rs. Lakhs	Nil	3.49L	6,99,075	Nil

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	Nil	1	1	Nil
Outlay in Rs. Lakhs	Nil	Nil	Nil	Nil

3.4 Details on research publications

	International	National	Others
Peer Review Journals	-	2	-
Non-Peer Review Journals	-	-	-
e-Journals	-	-	-
Conference proceedings	-	-	1

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	2	ICMR		3.49L
Minor Projects	Nil	Nil	Nil	Nil
Interdisciplinary Projects	Nil	Nil	Nil	Nil
Industry sponsored				
Projects sponsored by the University/ College	3	Manipal University and Syndicate Bank	*2,00,000 (estimated) *10,000	

		Sports Department	(estimated)	
Students research projects <i>(other than compulsory by the University)</i>	Nil	Nil	Nil	Nil
Any other(Specify)	3	Philips BoP Mobile Snjeevini E-Fitness	10,000 10,000 10,000	10,000 10,000 10,000
Total			2,40,000	30,000

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	Nil	Nil	Nil	Nil	Nil
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
Of the institute in the year

Total	International	National	State	University	Dist	College
Nil						

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

2

5

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

Nil

3.20 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF Nil

SRF Nil

Project Fellows 1

Any other Nil

3.21 No. of students Participated in NSS events: Nil

University level State level

National level International level

3.22 No. of students participated in NCC events:

University level 1 State level 1

National level 1 International level

3.23 No. of Awards won in NSS: Nil

University level State level

National level International level

3.24 No. of Awards won in NCC: Nil

University level	<input type="text"/>	State level	<input type="text"/>
National level	<input type="text"/>	International level	<input type="text"/>

3.25 No. of Extension activities organized

University forum	<input type="text" value="1"/>	College forum	<input type="text" value="Nil"/>		
NCC	<input type="text"/>	NSS	<input type="text" value="Nil"/>	Any other	<input type="text" value="VSO"/>

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

- Namma Angadi
- Blood Drive

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	05 Acres	-	MAHE	5 Acres
Class rooms	12	-	MAHE	12
Laboratories	05	-	MAHE	05
Seminar Halls	01	-	MAHE	01
No. of important equipments purchased (\geq 1-0 lakh) during the current year.	-	59	MAHE	-
Value of the equipment purchased during the year (Rs. in Lakhs)		31.39	MAHE	
Others				

4.2 Computerization of administration and library

18 computers in total
There is separate section for internet browsing for students

4.3 Library services:

	Existing		Newly added		Total	
	No.	Value	No.	Value	No.	Value
Text Books	10444	20lacs	397	2.5	10841	22.5lacs
Reference Books	250	-	10	10,000	260	-
e-Books	20	-	5	-	25	-
Journals	55(journals + other periodicals)	2.75 lakhs	0	-	55	2.75lacs
e-Journals	4	-	02	-	6	-
Digital Database	2	2.5	0	-	2	-

CD & Video	569	5lakhs	39	15,000	608	5,15,000
Others (specify)	13(News papers)	50,000	0		13	50,000

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	153	106	All	08	04	07	16	16
Added								
Total	153							

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	2.19
ii) Campus Infrastructure and facilities	9.13
iii) Equipments	55.97
iv) Others	29.43
Total :	96.72

Criterion – V

5. Student Support and Progression

5.1 Contribution of IQAC in enhancing awareness about Student Support Services

Providing guidance for dissertation
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
272	98	1	0

(b) No. of students outside the state

268

(c) No. of international students

1

Men	No	%	Women	No	%
	165	44		216	56

No	%
216	56

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
381	0	0	0	0	381	381	0	0	0	0	381

Demand ratio

Dropout % 0.787

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

Support mechanism exist within the curriculum

No. of students beneficiaries

All

5.5 No. of students qualified in these examinations

NET

NIL

SET/SLET

NIL

GATE

NIL

CAT

NIL

IAS/IPS etc

NIL

State PSC

NIL

UPSC

NIL

Others

NIL

5.6 Details of student counselling and career guidance

- Student –Teacher Mentor Program
- Placement Cell

No. of students benefitted

90

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
25	90	90	7

5.8 Details of gender sensitization programmes

Gender Sensitization program conducted regularly by MAHE

5.9 Students Activities

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

State/ University level

1

National level

1

International level

NIL

No. of students participated in cultural events

State/ University level

25

National level

nil

International level

nil

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	20	2,72,100
Financial support from government	NIL	NIL
Financial support from other sources	NIL	NIL
Number of students who received International/ National recognitions	NIL	NIL

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> <ul style="list-style-type: none"> To create media professionals who can function efficiently in an increasingly hostile and diverse political and cultural atmosphere. To ensure that the future media professional is multi skilled in all aspects of communication. To provide a unique learning atmosphere that fosters critical thinking, diminishes barriers of hierarchy and encourage creativity and entrepreneurship.
	<p>Mission</p> <ul style="list-style-type: none"> The institute 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 well-rounded understanding of the ethical, cultural and political atmosphere of our country in particular and the world in general. Its primary objective is to ensure that the future of media is in safe hands

6.2 Does the Institution has a management Information System

Yes.

We are a certified ISO 9000 and ISO 14000 Institution

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

6.3.1 Curriculum Development

Established Curriculum in place

6.3.2 Teaching and Learning

Incorporating ICT methods, group seminars, interactive teaching , participating in field visits, film festivals

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 faculty to participate in national & 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

Adding new books. Journals and databases

New updated computers added to the computer labs

6.3.6 Human Resource Management

Sending faculty on international exchange program. Facilitate monetary sharing for consultancy & projects

6.3.7 Faculty and Staff recruitment

Adhering to University norms

6.3.8 Industry Interaction / Collaboration

Guest lectures and workshops by industry specialists.
Students sent on industry internships

6.3.9 Admission of Students

Online applications & entrance tests

6.4 Welfare schemes for

Teaching	Medicare
Non teaching	Yes
Students	Yes

6.5 Total corpus fund generated

Central Finance
Managed by MAHE

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 Reinland	Yes	Internal Auditors
Administrative	Yes	TUV Reinland	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?

2nd & 3rd Evaluation

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

Free hand in administration, budgeting & academics

6.11 Activities and support from the Alumni Association

Annual Meet

Internships, Placement

6.12 Activities and support from the Parent – Teacher Association

Parent meet during orientation session

Parents as resource person

6.13 Development programmes for support staff

Outbound Training

Gender sensitizing workshop

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

Reduced Paper consumption

Plastic banned from campus

Supporting 'NEEM's activities

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 initiated.

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

NIL

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

Mentor system, acknowledging the services of students and faculty members, Recognising talented students, encourage in media related events, continued industry interactions, bringing practicality to the subjects.

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

7.4 Contribution to environmental awareness / protection

Publication of articles, street plays, saplings planting campaign, giving away of saplings

7.5 Whether environmental audit was conducted? Yes Yes No

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

Faculty members are actively involved in BOS and BOE of state owned as well as private universities.
Faculty members contribute regularly to newspaper organisations.

8. Plans of institution for next year

Restructure the curriculum of UG program
Conduct a national conference
More Foreign university affiliations

Name _____

Name _____

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC



