

Guidelines for the Creation of the
Internal Quality Assurance Cell (IQAC)
and Submission of Annual Quality Assurance
Report (AQAR) by Accredited Institutions
(For Affiliated/Constituent Colleges)

(Revised as per Revised Accreditation Framework in November, 2017)



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

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, **Bengaluru - 560 072** India

NAAC

VISION

To make quality the defining element of higher education in India through a combination of self and external quality evaluation, promotion and sustenance initiatives.

MISSION

- ☞ To arrange for periodic assessment and accreditation of institutions of higher education or units thereof, or specific academic programmes or projects;*
- ☞ To stimulate the academic environment for promotion of quality of teaching-learning and research in higher education institutions;*
- ☞ To encourage self-evaluation, accountability, autonomy and innovations in higher education;*
- ☞ To undertake quality-related research studies, consultancy and training programmes, and*
- ☞ To collaborate with other stakeholders of higher education for quality evaluation, promotion and sustenance.*

Value Framework

To promote the following core values among the HEIs of the country:

- Contributing to National Development*
- Fostering Global Competencies among Students*
- Inculcating a Value System among Students*
- Promoting the Use of Technology*
- Quest for Excellence*

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Co-ordinated and Prepared by:

Dr. Ganesh A. Hegde, Deputy Adviser, NAAC

Dr. Vinita Sahoo, Assistant Adviser, NAAC

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Guidelines for the Creation of the Internal Quality Assurance Cell (IQAC) and Submission of Annual Quality Assurance Report (AQAR) in Accredited Institutions

Introduction

In pursuance of its Action Plan for performance evaluation, assessment and accreditation and quality up-gradation of institutions of higher education, the National Assessment and Accreditation Council (NAAC), Bangalore proposes that every accredited institution should establish an Internal Quality Assurance Cell (IQAC) as a quality sustenance measure. Since quality enhancement is a continuous process, the IQAC will become a part of the institution's system and work towards realisation of the goals of quality enhancement and sustenance. The prime task of the IQAC is to develop a system for conscious, consistent and catalytic improvement in the overall performance of institutions. For this, during the post-accreditation period, institutions need to channelize its efforts and measures towards promoting the holistic academic excellence including the peer committee recommendations.

The guidelines provided in the following pages will guide and facilitate the institution in the creation and operation of the Internal Quality Assurance Cell (IQAC). The work of the IQAC is the first step towards internalization and institutionalization of quality enhancement initiatives. Its success depends upon the sense of belongingness and participation in all the constituents of the institution. It will not be yet another hierarchical structure or a record-keeping exercise in the institution. It will be a facilitative and participative voluntary system/unit/organ of the institution. It has the potential to become a vehicle for ushering in quality enhancement by working out planned interventionist strategies by IQAC to remove deficiencies and enhance quality like the "Quality Circles" in industries.

IQAC – Vision

To ensure quality culture as the prime concern for the Higher Education Institutions through institutionalizing and internalizing all the initiatives taken with internal and external support.

Objective

The primary aim of IQAC is

- To develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.
- To promote measures for institutional functioning towards quality enhancement through internalization of quality culture and institutionalization of best practices.

Strategies

IQAC shall evolve mechanisms and procedures for

- a) Ensuring timely, efficient and progressive performance of academic, administrative and financial tasks;
- b) Relevant and quality academic/ research programmes;
- c) Equitable access to and affordability of academic programmes for various sections of society;
- d) Optimization and integration of modern methods of teaching and learning;
- e) The credibility of assessment and evaluation process;
- f) Ensuring the adequacy, maintenance and proper allocation of support structure and services;
- g) Sharing of research findings and networking with other institutions in India and abroad.

Functions

Some of the functions expected of the IQAC are:

- a) Development and application of quality benchmarks
- b) Parameters for various academic and administrative activities of the institution;
- c) Facilitating the creation of a learner-centric environment conducive to quality education and faculty maturation to adopt the required knowledge and technology for participatory teaching and learning process;
- d) Collection and analysis of feedback from all stakeholders on quality-related institutional processes;
- d) Dissemination of information on various quality parameters to all stakeholders;
- e) Organization of inter and intra institutional workshops, seminars on quality related themes and promotion of quality circles;
- f) Documentation of the various programmes/activities leading to quality improvement;
- g) Acting as a nodal agency of the Institution for coordinating quality-related activities, including adoption and dissemination of best practices;
- h) Development and maintenance of institutional database through MIS for the purpose of maintaining /enhancing the institutional quality;
- i) Periodical conduct of Academic and Administrative Audit and its follow-up
- j) Preparation and submission of the Annual Quality Assurance Report (AQAR) as per guidelines and parameters of NAAC.

Benefits

IQAC will facilitate / contribute to

- a) Ensure clarity and focus in institutional functioning towards quality enhancement;
- b) Ensure internalization of the quality culture;
- b) Ensure enhancement and coordination among various activities of the institution and institutionalize all good practices;

- c) Provide a sound basis for decision-making to improve institutional functioning;
- d) Act as a dynamic system for quality changes in HEIs;
- e) Build an organised methodology of documentation and internal communication.

Composition of the IQAC

IQAC may be constituted in every institution under the Chairmanship of the Head of the institution with heads of important academic and administrative units and a few teachers and a few distinguished educationists and representatives of local management and stakeholders.

The composition of the IQAC may be as follows:

1. Chairperson: Head of the Institution
2. Teachers to represent all level (Three to eight)
3. One member from the Management
4. Few Senior administrative officers
5. One nominee each from local society, Students and Alumni
6. One nominee each from Employers /Industrialists/Stakeholders
7. One of the senior teachers as the coordinator/Director of the IQAC

The composition of the IQAC will depend on the size and complexity of the institution, accordingly the representation of teachers may vary. It helps the institutions in planning and monitoring. IQAC also gives stakeholders or beneficiaries a cross-sectional participation in the institution's quality enhancement activities. The guidelines given here are only indicative and will help the institutions for quality sustenance activities.

The membership of such nominated members shall be for a period of two years. The IQAC should meet at least once in every quarter. The quorum for the meeting shall be two-third of the total number of members. The agenda, minutes and Action Taken Reports are to be documented with official signatures and maintained electronically in a retrievable format.

It is necessary for the members of the IQAC to shoulder the responsibilities of generating and promoting awareness in the institution and to devote time for working out the procedural details. While selecting these members several precautions need to be taken. A few of them are listed below:

- ♦ It is advisable to choose persons from various backgrounds who have earned respect for integrity and excellence in their teaching and research. Moreover, they should be aware of the ground realities of the institutional environment. They should be known for their commitment to improving the quality of teaching and learning.
- ♦ It is advisable to change the co-ordinator after two to three years to bring new thoughts and activities in the institution.

- ♦ It would be appropriate to choose as senior administrators, persons in charge of institutional services such as library, computer center, estate, student welfare, administration, academic tasks, examination and planning and development.
- ♦ The management representative should be a person who is aware of the institution's objectives, limitations and strengths and is committed to its improvement. The local society representatives should be of high social standing and should have made significant contributions to society and in particular to education.

The role of the Coordinator

The role of the coordinator of the IQAC is crucial in ensuring the effective functioning of all the members. The coordinator of the IQAC may be a senior/competent person with experience and exposure in quality aspects. She/he may be a full-time functionary or, to start with, she/he may be a senior academic /administrator entrusted with the IQAC as an additional responsibility. Secretarial assistance may be facilitated by the administration. It is essential that the coordinator may have sound knowledge about the computer, data management and its various functions such as usage for effective communication.

Operational Features of the IQAC

Quality assurance is a by-product of ongoing efforts to define the objectives of an institution, to have a work plan to achieve them and to specify the checks and balances to evaluate the degree to which each of the tasks is fulfilled. Hence devotion and commitment to improvement rather than mere institutional control is the basis for devising procedures and instruments for assuring quality. The right balance between the health and growth of an institution needs to be struck. The IQAC has to ensure that whatever is done in the institution for "education" is done efficiently and effectively with high standards. In order to do this, the IQAC will have to first establish procedures and modalities to collect data and information on various aspects of institutional functioning.

The coordinator of the IQAC will have a major role in implementing these functions. The IQAC may derive major support from the already existing units and mechanisms that contribute to the functions listed above. The operational features and functions discussed so far are broad-based to facilitate institutions towards academic excellence and institutions may adapt them to their specific needs.

The institutions need to submit yearly the Annual Quality Assurance Report (AQAR) to NAAC by end of September every year positively. A functional Internal Quality Assurance Cell (IQAC) and timely submission of Annual Quality Assurance Reports (AQARs) are the Minimum Institutional Requirements (MIR) to volunteer for second, third or subsequent cycle's accreditation. During the institutional visit the NAAC peer teams will interact with the IQACs to know the progress, functioning as well as quality sustenance initiatives undertaken by them.

The Annual Quality Assurance Report (AQAR) may be the part of the Annual Report. The AQAR shall be approved by the statutory bodies of the HEIs (such as Governing Council/

Executive Council/Board of Management) for the follow up action for necessary quality enhancement measures.

The IQACs may create its exclusive window tab on its institutional website for keeping the records/files of NAAC, Peer Team Reports, AQAR, and Certificate of Accreditation Outcomes and regularly upload/ report on its activities, as well as for hosting the AQAR.

Revised Accreditation Framework

NAAC has launched Revised Accreditation Framework since July, 2017 and hence AQAR format also modified, in cognizance with the new methodology. The tools and parameters are designed in the new AQAR format are in such a way that the preparation of AQAR would facilitate the HEI's for upcoming cycles of Accreditation. Data collected/prepared infuses quality enhancement measures undertaken during the years. Further, it also adds quality enhancement and quality sustenance measures undertaken in teaching, learning, research, extension and support activities of the Institution. It is hoped that new AQAR would facilitate Educational Institutions for creating a good database at Institutional level for enhancing the quality culture.

As per the Revised Accreditation Framework (RAF), the NAAC Accredited institutions need to submit the AQAR online. NAAC is in the process of ICT integration in Assessment and Accreditation. The login id for the online submission for AQAR submission will be the e-mail id used for the IIQA. The AQAR submission is part of the post accreditation module, in due course of time. NAAC portal will have the facility to submit the AQAR online and Institutions will receive automated response. AQAR of the preceding year be submitted to the NAAC within six months i.e. the institutions should submit the AQAR before 31st December of every year.

The Higher Education Institutions need not submit the printed/hard copy of AQAR to NAAC.
Mandatory Submission of AQAR by IQAC

The Executive Committee of NAAC has decided that **regular submission of AQARs is mandatory for 2nd and subsequent cycles of accreditation with effect from 16th September 2016:**

The following are the pre-requisites for submission of IIQA for all Higher Education Institutions (HEIs) opting for 2nd and subsequent cycles of A& A:

- Having a functional IQAC.
- The minutes of IQAC meeting and compliance to the decisions should be uploaded on the institutional website.
- Mandatory submission of AQARs on a regular basis for institutions undergoing the second and subsequent cycles of Assessment and Accreditation by NAAC.
- Upload the AQAR's on institutional website for access to all stakeholders.

Note: The terms and abbreviation used in AQAR are in accordance with respective manuals for assessment of NAAC. Please refer institutional manual for glossary and abbreviations terms used in AQAR.

The Annual Quality Assurance Report (AQAR) of the IQAC *(For Affiliated/Constituent Colleges)*

Institutions Accredited by NAAC need to submit an Annual self-reviewed progress report i.e. Annual Quality Assurance Report (AQAR) to NAAC, through its IQAC. The report is to detail the tangible results achieved in key areas, specifically identified by the IQAC at the beginning of the Academic year. *The AQAR period would be the Academic Year. (For example, July 1, 2017 to June 30, 2018)*

Part – A

Data of the Institution

(data may be captured from IIQA)

1. Name of the Institution MANIPAL INSTITUTE OF COMMUNICATION

- Name of the Head of the institution : DR. PADMA RANI
- Designation: DIRECTOR
- Does the institution function from own campus: YES
- Phone no./Alternate phone no.: 2571904(extn:208)
- Mobile no.: 9686688116
- Registered e-mail: Padma.rani@mainpal.edu
- Alternate e-mail : drpadmarani@gmail.com
- Address : Manipal Institute of Communication
- City/Town : Manipal
- State/UT : Udupi
- Pin Code : 576104

2. Institutional status:

- Affiliated / Constituent: Constituent
- Type of Institution: Co-education/Men/Women: Co-education
- Location : Rural/Semi-urban/Urban: Semi-urban

- Financial Status: Grants-in aid/ UGC 2f and 12 (B)/ Self financing (please specify): Self-Financing

- Name of the Affiliating University: MAHE
- Name of the IQAC Co-ordinator: Mr.Balaji. A.C
- Phone no. : 9972001478

Alternate phone no.0820 2571901

- Mobile: NIL
- IQAC e-mail address: NIL
- Alternate Email address: office.mic@manipal.edu

3. Website address: <https://manipal.edu/soc/about-soc/iqac-soc-manipal.html>

Web-link of the AQAR: (Previous Academic Year):

[https://manipal.edu/content/dam/manipal/mu/soc/document/Institution%20AQAR%202016-17-%20\(002\).pdf](https://manipal.edu/content/dam/manipal/mu/soc/document/Institution%20AQAR%202016-17-%20(002).pdf)

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

4. Whether Academic Calendar prepared during the year? yes

5. Accreditation Details:

Cycle	Grade	CGPA	Year of Accreditation	Validity Period
1 st	B+	--	2002	from:2002 to: 2015
2 nd	A	3.30	2016	From :2016 to: 2021
3 rd	-	-	-	-
4 th	-	-	-	-
5 th	-	-	-	-

6. Date of Establishment of IQAC: 13/03/2015

7. Internal Quality Assurance System

7.1 Quality initiatives by IQAC during the year for promoting quality culture		
Item /Title of the quality initiative by IQAC	Date & duration	Number of participants/beneficiaries
<ul style="list-style-type: none"> • <i>Academic Industry linkage</i> • <i>Academic Administrative Audit (AAA) conducted and its follow up</i> 	<p>IQAC committee meeting (10/04/2019)</p> <p>Internal audit(12/02/19 &</p>	9

	13/02/19)	
<ul style="list-style-type: none"> • <i>Participation in NIRF</i> 	24/11/2018	

Note: Some Quality Assurance initiatives of the institution are:

(Indicative list)

- *Regular meeting of Internal Quality Assurance Cell (IQAC); timely submission of Annual Quality Assurance Report (AQAR) to NAAC; Feedback from all stakeholders collected, analysed and used for improvements*
- *Academic Administrative Audit (AAA) conducted and its follow up action*
- *Participation in NIRF*
- *ISO Certification*
- *NBA etc.*
- *Any other Quality Audit*

8. Provide the list of funds by Central/ State Government-

UGC/CSIR/DST/DBT/ICMR/TEQIP/World Bank/CPE of UGC etc.

Institution/ Department/Faculty	Scheme	Funding agency	Year of award with duration	Amount
NA				

9. Whether composition of IQAC as per latest NAAC guidelines: Yes

10. No. of IQAC meetings held during the year: 1

11. Whether IQAC received funding from any of the funding agency to support its activities during the year? No

12. Significant contributions made by IQAC during the current year (maximum five bullets)

* NIRF Participation

* Academic Industry Linkage- Linkage with Manipal Technologies Limited for industry visits to understand the process of printing & designing for undergraduates. For PG print students practical knowledge & expertise for publishing & design was provided by Manipal technologies Ltd.

* Introduction of new courses like Digital marketing

13. Plan of action chalked out by the IQAC in the beginning of the Academic year towards Quality Enhancement and the outcome achieved by the end of the Academic year

Plan of Action	Achievements/Outcomes
1. Recruit adjunct faculty from industry	Dr Maithili Ganjoo ,consultant, Group M, appointed as adjunct faculty.
2. To conduct research workshops for faculty	Research workshop conducted by Professor. B.P.Sanjay for faculty & students.

14. Whether the AQAR was placed before statutory body? No:

15. Whether NAAC/or any other accredited body(s) visited IQAC or interacted with it to assess the functioning?

Yes

Date: 24th May 2016

16. Whether institutional data submitted to AISHE: Yes

Year: 2017-18

Date of Submission: 4/01/2019

17. Does the Institution have Management Information System?

Yes

Part-B

CRITERION I – CURRICULAR ASPECTS					
1.1 Curriculum Planning and Implementation					
1.1.1 Institution has the mechanism for well planned curriculum delivery and documentation. Explain in 500 words Every teacher (full-time & part time) submits a lesson plan detailing the topics covered as per the syllabus, the reading, references and the assignments to be completed. The lesson plan is submitted to the office and audited (both externally and internally) to ensure delivery as per the plan.					
1.1.2 Certificate/ Diploma Courses introduced during the Academic year					
Name of the Certificate Course	Name of the Diploma Courses	Date of introduction and duration	focus on employability/ entrepreneurship	Skill development	
Sports Communication	Sports Communication	Certificate Course (July 2018-12 weeks) Diploma course	yes	yes	
1.2 Academic Flexibility					
1.2.1 New programmes/courses introduced during the Academic year					
Programme with Code	Date of Introduction	Course with Code	Date of Introduction		
NIL					
1.2.2 Programmes in which Choice Based Credit System (CBCS)/Elective course system implemented at the affiliated Colleges (if applicable) during the Academic year.					
Name of Programmes adopting CBCS	UG	PG	Date of implementation of CBCS / Elective Course System	UG	PG
NIL					
Already adopted (mention the year) BAMC since 2015					
1.2.3 Students enrolled in Certificate/ Diploma Courses introduced during the year					
	Certificate	Diploma Courses			
No of Students	NIL				
1.3 Curriculum Enrichment					
1.3.1 Value-added courses imparting transferable and life skills offered during the year					
Value added courses	Date of introduction	Number of students enrolled			
NIL					
1.3.2 Field Projects / Internships under taken during the year					
Project/Programme Title			No. of students enrolled for Field Projects / Internships		
Under BAMC & MAMC			MAMC	BAMC	
PR			11	19	
Radio			1	2	
tv production			6	15	
digital marketing			1	11	
marketing communications, branding, design			7	8	
Corporate Communication			6	10	

Events	2	8
Advertising	6	10
Photography	2	0
Film Production	0	2
Print	0	17
Web content development Film archiving	2	5
	Total= 44	Total= 107

Under B.Sc. Animation	2
Designing	2
Modeling	1
Game Programing & Designing	2
Lighting Artist	9
Animation	6
VFX	

1.4 Feedback System

1.4.1 Whether structured feedback received from all the stakeholders.

1) Students	2) Teachers	3) Employers	4) Alumni	5) Parents
Yes	Yes	Yes	No	No

1.4.2 How the feedback obtained is being analyzed and utilized for overall development of the institution? (maximum 500 words)

Feedback is collected in electronic format at the end of the semester. Teaching as well as various institutional facilities are evaluated by students. The feedback is collected anonymously so that the students are free to give their opinions. The course related feedback is taken using the following certain parameters such as Communication skills, Efficiency and confidence in handling class/queries, Encourage and assist, students to enhance knowledge, skills and personality and takes keen interest in their mentoring , punctuality, subject knowledge etc. Course feedback informs faculty about what they

need to improvise upon from the students' perspective. In certain cases, the HOI discusses with the faculty ways to improvise.

Most facilities are shared uniformly by the various institutions under MAHE, through a common pool made available by the university.

Internship is mandatory for all the courses. It helps the students gain real time experience. Feedback is collected from companies where our student intern, so that the suggestions can be used to augment our course work. The institution also gathers feedback from various companies which come for placement and this is shared with faculty to enable them factor those components into the teaching syllabus. To site a few cases, courses such as Digital marketing and Principles of editing were introduced to strengthen our post graduate courses. Suggestions from alumni and guest faculties are also taken into account while inculcating changes in the syllabus. Feedback is collected from the IQAC meetings as well.

CRITERION II -TEACHING-LEARNING AND EVALUATION

2.1 Student Enrolment and Profile

2.1.1 Demand Ratio during the year

Name of the Programme	Number of seats available	Number of applications received	Students Enrolled
BAMC	60		
B.Sc.	40		
Animation	50		
MAMC	10		
MA Film Arts	10		
PGDCC	4		
Ph. D			

2.2 Catering to Student Diversity

2.2.1. Student - Full time teacher ratio (current year data)

Year	Number of students enrolled in the institution (UG)	Number of students enrolled in the institution (PG)	Number of full time teachers available in the institution teaching only UG courses	Number of full time teachers available in the institution teaching only PG courses	Number of teachers teaching both UG and PG courses
2018-19	396	63			23

2.3 Teaching - Learning Process

2.3.1 Percentage of teachers using ICT for effective teaching with Learning Management Systems (LMS), E-learning resources etc. (current year data)

Number of teachers on roll	Number of teachers using ICT (<i>LMS, e-Resources</i>)	ICT tools and resources available	Number of ICT enabled classrooms	Number of smart classrooms	E-resources and techniques used
23	23	Computers, laptops, projectors & internet	15	-	e-books, YouTube videos.

2.3.2 Students mentoring system available in the institution? Give details. (maximum 500 words)		
Yes. Undergraduate students are allocated mentors as soon as they begin the course. These mentors are available to students whenever they need a counsel on any issues related to academics , health or any personal matter of concern. Each eligible faculty is allocated 8 students as mentees.		
Number of students enrolled in the institution	Number of fulltime teachers	Mentor: Mentee Ratio
459	23	1: 8

2.4 Teacher Profile and Quality

2.4.1 Number of full time teachers appointed during the year

No. of sanctioned positions	No. of filled positions	Vacant positions	Positions filled during the current year	No. of faculty with Ph.D
25	21	4	2	2

2.4.2 Honours and recognitions received by teachers (received awards, recognition, fellowships at State, National, International level from Government, recognised bodies during the year)

Year of award	Name of full time teachers receiving awards from state level, national level, international level	Designation	Name of the award, fellowship, received from Government or recognized bodies
	NIL		

2.5 Evaluation Process and Reforms

2.5.1 Number of days from the date of semester-end/ year- end examination till the declaration of results during the year

Program me Name	Programm e Code	Semester/ year	Last date of the last semester-end/ year- end examination	Date of declaration of results of semester-end/ year- end examination
ALL			14-May-2019	1-July-2019

2.5.2 Reforms initiated on Continuous Internal Evaluation(CIE) system at the institutional level (250 words)

The internal assessment system is a robust mechanism designed to continuously assess the learning of the students. Sessional is conducted for 25 marks on e-pads in 8th/9th week of the teaching calendar. Apart from this students submit individual writing assignments, projects and presentations for the remaining 25 marks. Marks and remarks are given as a part of feedback process.

2.5.3 Academic calendar prepared and adhered for conduct of Examination and other related matters (250 words)

Academic calendar is prepared for every academic year, for 6 weeks per semester. The calendar includes teaching weeks, holidays, sessional schedule, events list, thesis, internals submission and exam schedule. The academic calendar is shared with the students and staff, this is adhered to.

2.6 Student Performance and Learning Outcomes

2.6.1 Program outcomes, program specific outcomes and course outcomes for all programs offered by the institution are stated and displayed in website of the institution

(to provide the weblink)

Program outcomes: After completion of the course, the students would

- Have foundational knowledge regarding human communication processes.
- Have theoretical knowledge of the context in which media functions in a society.
- Be able to put conceptual knowledge into practice.
- Be an able and effective professional communicator.
- Get an overall exposure of the media and communications industry.
- Have competency of skills in the areas of print & electronic media, multi-media, animation, graphics, layout, design, special effects, advertising, public relations and event management industry.
- Be proficient in the skills of electronic and television production, as well as post-production techniques.
- Have sound knowledge of the process of news writing, scriptwriting, advertising and public relations campaign planning.
- Be able to prepare and design prototypes for effective advertising and public relations campaigns.
- Have good understanding of the conceptual and technical skills of the visual communication, such as photography, animation, web and digital media applications.
- Be able to further pursue advanced academic courses in any country of their choice.

2.6.2 Pass percentage of students

Programme Code	Programme name	Number of students appeared in the final year examination	Number of students passed in final semester/year examination	Pass Percentage
07J09	BAMC	102	90	88.2%
07J07	B.Sc. Animation	32	30	93.75%
07J10	MAMC	36	35	97.2%
07J04	PDGCC	0	0	0
07J05	MAFA	0	0	0

2.7 Student Satisfaction Survey

2.7.1 Student Satisfaction Survey (SSS) on overall institutional performance (Institution may design the questionnaire) (results and details be provided as weblink)

CRITERION III – RESEARCH, INNOVATIONS AND EXTENSION

3.1 Resource Mobilization for Research

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

Nature of the Project	Duration	Name of the	Total grant	Amount received during the
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		funding Agency	sanctioned	Academic year
Major projects	2 years	ICMR	20 Lakhs	8 lakhs
Minor Projects	-			
Interdisciplinary Projects	-			
Industry sponsored Projects	-			
Projects sponsored by the University/ College	-			
Students Research Projects (other than compulsory by the College)	-			
International Projects	-			
Any other(Specify)	-			
Total			20 Lakhs	8 lakhs
3.2 Innovation Ecosystem				
3.2.1 Workshops/Seminars Conducted on Intellectual Property Rights (IPR) and Industry-Academia Innovative practices during the year				
Title of Workshop/Seminar	Name of the Dept.		Date(s)	
NIL				
3.2.2 Awards for Innovation won by Institution/Teachers/Research scholars/Students during the year				
Title of the innovation	Name of the Awardee	Awarding Agency	Date of Award	Category
NIL				
3.2.3 No. of Incubation centre created, start-ups incubated on campus during the year				
Incubation Centre	Name		Sponsored by	
NIL				
Name of the Start-up	Nature of Start-up		Date of commencement	
NIL				
3.3 Research Publications and Awards				
3.3.1 Incentive to the teachers who receive recognition/awards				
State	National		International	
NIL	NIL		NIL	
3.3.2 Ph. Ds awarded during the year (applicable for PG College, Research Center)				
Name of the Department		No. of Ph. Ds Awarded		
MIC		2		
3.3.3 Research Publications in the Journals notified on UGC website during the year				
	Department	No. of Publication	Average Impact Factor, if any	
Natio nal		5	Group 1(UGC Care)	
Inter natio				

nal						
3.3.4 Books and Chapters in edited Volumes / Books published, and papers in National/International Conference Proceedings per Teacher during the year						
Department				No. of publication		
MIC				1 Book & 2 Chapters		
3.3.5 Bibliometrics of the publications during the last Academic year based on average citation index in Scopus/ Web of Science or Pub Med/ Indian Citation Index						
Title of the paper	Name of the author	Title of the journal	Year of publication	Citation Index	Institutional affiliation as mentioned in the publication	Number of citations excluding self citations
NIL						
3.3.6 h-index of the Institutional Publications during the year. (based on Scopus/ Web of science)						
Title of the paper	Name of the author	Title of the journal	Year of publication	h-index	Number of citations excluding self citations	Institutional affiliation as mentioned in the publication
NIL						
3.3.7 Faculty participation in Seminars/Conferences and Symposia during the year :						
No. of Faculty	International level		National level		State level	Local level
Attended Seminars/ Workshops	24		3		1	NIL
Presented papers	6		3		1	
Resource Persons	4		1		1	
3.4 Extension Activities						
3.4.1 Number of extension and outreach programmes conducted in collaboration with industry, community and Non- Government Organisations through NSS/NCC/Red cross/Youth Red Cross (YRC) etc., during the year						
Title of the Activities	Organising unit/ agency/ collaborating agency		Number of teachers co-ordinated such activities		Number of students participated in such activities	
NIL						
3.4.2 Awards and recognition received for extension activities from Government and other recognized bodies during the year						
Name of the Activity	Award/recognition		Awarding bodies		No. of Students benefited	
NIL						
3.4.3 Students participating in extension activities with Government Organisations, Non-Government Organisations and programmes such as Swachh Bharat, Aids Awareness, Gender Issue, etc. during the year						

Name of the scheme	Organising unit/ agency/ collaborating agency	Name of the activity	Number of teachers coordinated such activities	Number of students participated in such activities
Gender Champions	Director ,Student Affairs, MAHE	Gender Sensitization programs	3	400

3.5 Collaborations

3.5.1 Number of Collaborative activities for research, faculty exchange, student exchange during the year

Nature of Activity	Participant	Source of financial support	Duration
Faculty Exchange	Dr Shubha H S	Technische University Nuremberg, Germany	3 weeks
	Antara Balla, Anushka Chikkara, Akhila Kamath,	Self Funded	One semester(4 months)
Student Exchange	Avani awasthi Karthik T P	Metropolitan University, Erasmus Funding	One semester(4 months)

3.5.2 Linkages with institutions/industries for internship, on-the-job training, project work, sharing of research facilities etc. during the year

Nature of linkage	Title of the linkage	Name of the partnering institution/ industry /research lab with contact details	Duration (From-To)	participant
NIL				

3.5.3 MoUs signed with institutions of national, international importance, other universities, industries, corporate houses etc. during the year

Organisation	Date of MoU signed	Purpose and Activities	Number of students/teachers participated under MoUs
IHECS Journalism and Communication, Belgium	23.1.19	General Agreement	0 teacher 1 out-going student Jan-June 2020
TH George Simon Ohm, Nuremberg	November 2018	General Agreement	1 Teacher 2 incoming students July-Dec 2019

CRITERION IV – INFRASTRUCTURE AND LEARNING RESOURCES

4.1 Physical Facilities

4.1.1 Budget allocation, excluding salary for infrastructure augmentation during the year

Budget allocated for infrastructure augmentation	Budget utilized for infrastructure development
--	--

5.96 lakhs		5.96 lakhs					
4.1.2 Details of augmentation in infrastructure facilities during the year							
Facilities		Existing	Newly added				
Campus area		5 Acres	1292 Sq Feet				
Class rooms		15	3				
Laboratories		5	1				
Seminar Halls		1					
Classrooms with LCD facilities		15	3				
Classrooms with Wi-Fi/ LAN		15	3				
Seminar halls with ICT facilities		1					
Video Centre		1					
No. of important equipments purchased (\geq 1-0 lakh) during the current year.			63				
Value of the equipment purchased during the year (Rs. in Lakhs)			48,85,000				
Others		15	3				
4.2 Library as a Learning Resource							
4.2.1 Library is automated { Integrated Library Management System -ILMS }							
Name of the ILMS software	Nature of automation (fully or partially)	Version	Year of automation				
Easylib/Koha	-	-	2013				
4.2.1 Library Services:							
		Existing		Newly added		Total	
		No.	Value	No.	Value	No.	Value
Text Books		124 32	2,865729	157 + 154(GL)	225211	12743	3090940
Reference Books		282		4		284	
e-Books		40		2		42	
Journals		56	4.5 Lakhs	-6		50	260000
e-Journals		10	Free with print	51	707671	51	707671
Digital Database		4	7.5 lakhs			4	
CD & Video		834	55000				
Library automation		Yes					
Weeding (Hard & Soft)							
Thesis		828		38		866	

4.3 IT Infrastructure									
4.3.1 Technology Upgradation (overall)									
	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Available band width (MGBPS)	Others
Existing	122	103	128	7	-	7	Library-7		6

Added	2	2							
Total	129	105							

4.3.2 Bandwidth available of internet connection in the Institution (Leased line)

310 MBPS (Shared)

4.3.3 Facility for e-content

Name of the e-content development facility	Provide the link of the videos and media centre and recording facility

4.3.4 E-content developed by teachers such as: e-PG-Pathshala, CEC (under e-PG-Pathshala CEC (Under Graduate) SWAYAM other MOOCs platform NPTEL/NMEICT/any other Government initiatives & institutional (Learning Management System (LMS) etc

Name of the teacher	Name of the module	Platform on which module is developed	Date of launching e – content
Dr.Padma Rani	Region, Religion & Marginality	MOOCs in SWAYAM	July 20,2019

4.4 Maintenance of Campus Infrastructure

4.4.1 Expenditure incurred on maintenance of physical facilities and academic support facilities, excluding salary component, during the year

Assigned budget on academic facilities	Expenditure incurred on maintenance of academic facilities	Assigned budget on physical facilities	Expenditure incurred on maintenance of physical facilities
Rs. 94.55 Lakhs	Rs. 65.51 Lakhs	Sports & Games Rs. 4.60 Lakhs	Sports & Games Rs. 3.12 Lakhs.

4.4.2 Procedures and policies for maintaining and utilizing physical, academic and support facilities - laboratory, library, sports complex, computers, classrooms etc.

Computer Section:

Students are requested to follow the below instructions.

- Carry your identity card every time and show it to the staff whenever asked for.
- Use the lab strictly for academic purpose only.
- Restricted to stay inside the lab after the lab hours.
- On special case, get the written permission from the Director.
- Soft drinks, any eatables are restricted inside the lab.
- Maintain absolute silence inside the lab.
- Take care of your belongings, College is not responsible for the loss.
- Write the details in the computer usage book provided in each lab individually for each entry.

- Shut down the system after use.
- Handle the system, printer, scanner and other official infrastructure carefully.
- Scan your pen drive/ hard disk with antivirus every time before use.
- Save your academic related files/ folders in D or E drive only and also your personal hard disk.
- No official backup system. Only you are responsible for your data.
- Request to lab in-charge for laser printing. We charge
 - ✓ Rs. 3/- per page for A4 paper
 - ✓ Rs.6/- for A4 on back to back printing.
 - ✓ Rs. 6/- for A3 paper and
 - ✓ Rs.12/- for A3 on back to back printing.

The computer lab is open from 9:00 am to 6:00 pm. However, in some special cases there may be some changes in the timings.

Library

All students who visit the library must produce their library ID cards on demand. Books will be issued only on submission of the ID card.

- Personal books, briefcases, plastic covers are not allowed inside the library.
- Engaging in conversation/ discussion/ group study inside the library is strictly prohibited.
- Use of mobile phones is prohibited inside the library.
- Smoking is strictly prohibited inside the library.
- Absolute silence is to be observed.
- Sleeping is not allowed inside the library.
- Eatables and beverages are not permitted inside the library.
- All books and magazines are to be used with care. If a book, while under issue, is found to be damaged or lost, the member is held responsible.
- The arrangement of furniture inside the library should not be disturbed.
- Students can issue 2 books and 2 back issues of journals/ magazines at a time.
- Two more books can be borrowed overnight (issued only after 6 pm) and should be returned the following morning before 10am. Those who fail to do so will be disentitled for further borrowing.
- All students are expected to return borrowed books within a week. Those who fail to comply will pay a fine of Re.1/-per day for next one week. After that, the fine will be Rs.5 /per day.
- Students can ask for a reissue of the books on the due date and will be issued depending upon the demand of the book.
- Books are required to be presented physically at the counter for renewal.
- In case a book is lost under issue to a student, he/ she has to replace the book with overdue charges
- Members are requested to collect the receipt for the overdue paid and for any other payment in the library.
- Rs.100 All students who visit the library must produce their library ID cards on demand. Books will be issued only on submission of the ID card.
- Personal books, briefcases, plastic covers are not allowed inside the library.
- Engaging in conversation/ discussion/ group study inside the library is strictly prohibited.
- Use of mobile phones is prohibited inside the library.
- Smoking is strictly prohibited inside the library.
- Absolute silence is to be observed.
- Sleeping is not allowed inside the library.
- Eatables and beverages are not permitted inside the library.

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- Books are required to be presented physically at the counter for renewal.
- In case a book is lost under issue to a student, he/ she has to replace the book with overdue charges
- Members are requested to collect the receipt for the overdue paid and for any other payment in the library.
- Rs.100/-will be charged for the loss of library card./-will be charged for the loss of library card.

CRITERION V - STUDENT SUPPORT AND PROGRESSION

5.1 Student Support

5.1.1 Scholarships and Financial Support

	Name /Title of the scheme	Number of students	Amount in Rupees
Financial support from institution	SAGES, Konkani scholarship, staff child/spouse scholarship	31	2027800
Financial support from other sources			
a) National		Nil	
b) International		Nil	

5.1.2 Number of capability enhancement and development schemes such as Soft skill development, Remedial coaching, Language lab, Bridge courses, Yoga, Meditation, Personal Counselling and Mentoring etc.,

Name of the capability enhancement scheme	Date of implementation	Number of students enrolled	Agencies involved
Workshop on LinkedIn & Resume writing	27-09-2018	96	Mr Balaji,HOD,Animation Dept,MIC Ms. Sowparnika PKA, Faculty,MIC
Yoga sessions	February to April 2019	20	Ms. Vanitha Pai, Atha Ithi.

5.1.3 Students benefited by guidance for competitive examinations and career counselling offered by the institution during the year

Year	Name of the scheme	Number of benefited students by Guidance for Competitive examination	Number of benefited students by Career Counselling activities	Number of students who have passed in the competitive exam	Number of students placed
	Nil				

5.1.4 Institutional mechanism for transparency, timely redressal of student grievances, Prevention of sexual harassment and ragging cases during the year					
Total grievances received		No. of grievances redressed		Average number of days for grievance redressal	
Nil					
5.2 Student Progression					
5.2.1 Details of campus placement during the year					
On campus			Off Campus		
Name of Organizations Visited	Number of Students Participated	Number of Students Placed	Name of Organizations Visited	Number of Students Participated	Number of Students Placed
<ul style="list-style-type: none"> • ViaCOM • Zee Entertainment • Thomson Reuteurs • Genesis Burston Marsteller • 20 20 • Perfect Relations • Grey caps • Text 100 • Vedanta • Wisden India • Naseba • IPAC • Cognizant Technology Solutions • Lintas • Ad Factors • Go Dot • Aim High • TAFE • Flipkart 	60(UG) 37(PG)	40 36	Nil	Nil	

<ul style="list-style-type: none"> • Change Agents • Ujjivan • Adidas • Brand Comm • Social Panga • Deccan Herald • Global Delight Technologies • Urban Ladder • MaGE • ESPN Mobile • Edelman • Better India • Stirred Creatives • Teach for India • Glitch • Social Beat 					
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5.2.2 Student progression to higher education in percentage during the year

Year	Number of students enrolling into higher education	Programme graduated from	Department graduated from	Name of institution joined	Name of Programme admitted to
		BAMC		Symbiosis, MICA, Xavier, TISS, IIMC, Ashoka University	

5.2.3 Students qualifying in state/ national/ international level examinations during the year (eg: NET/SET/SLET/GATE/GMAT/CAT/GRE/TOFEL/Civil Services/State Government Services)

Items	No. of Students selected/qualifying	Registration number/roll number for the exam
NET	3	
SET		
SLET		
GATE		
GMAT		
CAT		
GRE		

TOFEL		
Civil Services		
State Government Services		
Any Other		

5.2.4 Sports and cultural activities / competitions organised at the institution level during the year

Activity	Level	Participants
Celebration of Onam	Institutional	400
Ethnic day	Institutional	400
Dandiya Night	Institutional	100

5.3 Student Participation and Activities

5.3.1 Number of awards/medals for outstanding performance in sports/cultural activities at national/international level (award for a team event should be counted as one)

Year	Name of the award/ medal	National/ International	Sports	Cultural	Student ID number	Name of the student
Nil						

5.3.2 Activity of Student Council & representation of students on academic & administrative bodies/committees of the institution (maximum 500 words)

The students are part of the academic bodies such as Board of studies & senate.

5.3 Alumni Engagement

5.3.1 Whether the institution has registered Alumni Association? Yes/No, if yes give details

The alumni cell of MIC operates under the parent institution's (MAHE) Alumni Cell.

5.3.2 No. of ~~registered~~ enrolled Alumni:

300

5.3.3 Alumni contribution during the year (in Rupees) :

Nil

5.3.4 Meetings/activities organized by Alumni Association :

Alumni meet held annually with the annual day of the institution. The graduating batches also meet at the institution on the day of the convocation ceremony.

CRITERION VI –GOVERNANCE, LEADERSHIP AND MANAGEMENT

6.1 Institutional Vision and Leadership

6.1.1 Mention two practices of decentralization and participative management during the last year (maximum 500 words)

6.1.2 Does the institution have a Management Information System (MIS)?

Yes/No/Partial:

Yes

6.2 Strategy Development and Deployment

6.2.1 Quality improvement strategies adopted by the institution for each of the following (with in 100 words each):

❖ Curriculum Development: Consistent Industry Interactions / Collaborations helps us in keeping up with industry requirements. Further, the courses are strengthened by roping in experienced industry experts as adjunct faculty. Feedback about the courses are also collected from alumni as well as parents.										
❖ Teaching and Learning: More practical based assignments which emphasises on skill development.										
❖ Examination and Evaluation: Introduction of E-pads for written examinations. Further double evaluation has been introduced in every subject to remove any discrepancies in evaluation.										
❖ Research and Development: Regular workshop on various aspects of research is being conducted.										
❖ Library, ICT and Physical Infrastructure / Instrumentation: Regular updating of library with books & journals. Introduction of newer ICT enabled class rooms.										
❖ Human Resource Management: New policy for faculty recruitment has been introduced. Only candidates with PhD to be considered for future faculty positions.										
❖ Industry Interaction / Collaboration: All the students have to compulsorily do an internship of 6 weeks. Feedback about the student performance is given by the industry which helps us to refine our course. Experts from the industry are invited.										
❖ Admission of Students: All courses have a national level examination. Students are enrolled based on the performance in the exam. In addition to the exam, students applying for Bsc Animation & PG courses have to undergo personal interview, group discussion and skill based test.										
6.2.2 : Implementation of e-governance in areas of operations:										
❖ Planning and Development: All purchases and quotations for equipment, softwares and other requirements are conducted online.										
❖ Administration: Leave application & approval is done online. Student attendance and all other student data is managed through SLCM.										
❖ Finance and Accounts: All payments done online via bank transfers. Purchase payments are done online. Salary disbursement of staff & faculty are performed online.										
❖ Student Admission and Support : Student admission process including hostel allotment ,fee payment etc. is completely online.										
❖ Examination : All theory examinations are conducted on E-pad.										
6.3 Faculty Empowerment Strategies										
6.3.1 Teachers provided with financial support to attend conferences / workshops and towards membership fee of professional bodies during the year										
<table border="1"> <thead> <tr> <th>Year</th> <th>Name of teacher</th> <th>Name of conference/ workshop attended for which financial support provided</th> <th>Name of the professional body for which membership fee is provided</th> <th>Amount of support</th> </tr> </thead> <tbody> <tr> <td>20</td> <td>Dr Padma Rani</td> <td>IAMCR 2018</td> <td>AMIC</td> <td>50,000</td> </tr> </tbody> </table>	Year	Name of teacher	Name of conference/ workshop attended for which financial support provided	Name of the professional body for which membership fee is provided	Amount of support	20	Dr Padma Rani	IAMCR 2018	AMIC	50,000
Year	Name of teacher	Name of conference/ workshop attended for which financial support provided	Name of the professional body for which membership fee is provided	Amount of support						
20	Dr Padma Rani	IAMCR 2018	AMIC	50,000						

18-19	Balaji Dr NL Shubha H S Dr Unni Shreeraj Gudi	Round table conference on Religion & Social communication	membership(institutional)	
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6.3.2 Number of professional development / administrative training programmes organized by the College for teaching and non-teaching staff during the year

Year	Title of the professional development programme organised for teaching staff	Title of the administrative training programme organised for non-teaching staff	Dates (from-to)	No. of participants (Teaching staff)	No. of participants (Non-teaching staff)
2019 May	Research workshop	-	31/05/2019 to 05/06/2019	21	-

6.3.3 No. of teachers attending professional development programmes, viz., Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programmes during the year

Title of the professional development programme	Number of teachers who attended	Date and Duration (from – to)
Newly inducted Orientation program	2	February 2019
Research Workshop	21	May 31st to June 5th, 2019
Google Workshop on News Tools	21	29th & 30th May 2019

6.3.4 Faculty and Staff recruitment (no. for permanent/fulltime recruitment):

Teaching		Non-teaching	
Permanent	Fulltime	Permanent	Fulltime/temporary
	2		

6.3.5 Welfare schemes for

Teaching	Medicare
Non teaching	Medicare
Students	Medicare, various scholarships

6.4 Financial Management and Resource Mobilization

6.4.1 Institution conducts internal and external financial audits regularly (with in 100 words each)

Every financial year both internal & external audits are conducted regularly

6.4.2 Funds / Grants received from management, non-government bodies, individuals, philanthropies during the year(not covered in Criterion III)

Name of the non government funding	Funds/ Grants received in Rs.	Purpo
------------------------------------	-------------------------------	-------

agencies/ individuals				se
Nil				
6.4.2 Total corpus fund generated : Nil				
6.5 Internal Quality Assurance System				
6.5.1 Whether Academic and Administrative Audit (AAA) has been done?				
Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	TUV Reinland	Yes	Institutional Quality team
Administrative	Yes	TUV Reinland	yes	Institutional Quality team
6.5.2 Activities and support from the Parent – Teacher Association (at least three)				
Nil				
6.5.3 Development programmes for support staff (at least three)				
Nil				
6.5.4 Post Accreditation initiative(s) (mention at least three)				
6.5.5				
a. Submission of Data for AISHE portal : Yes				
b. Participation in NIRF : Yes				
c. ISO Certification : Yes				
d. NBA or any other quality audit : No				
6.5.6 Number of Quality Initiatives undertaken during the year				
Year	Name of quality initiative by IQAC	Date of conducting activity	Duration (from-----to-----)	Number of participants
	Nil			

CRITERION VII – INSTITUTIONAL VALUES AND BEST PRACTICES

7.1 - Institutional Values and Social Responsibilities

7.1.1 Gender Equity (Number of gender equity promotion programmes organized by the institution during the year)

Title of the programme	Period (from-to)	Participants	
		Female	Male
Gender Champions-gender sensitization programs	February to April 2019	185	215

7.1.2 Environmental Consciousness and Sustainability/Alternate Energy initiatives such as:

Percentage of power requirement of the College met by the renewable energy sources

7.1.3 Differently abled (Divyangjan) friendliness		
Items Facilities	Yes/No	No. of Beneficiaries
Physical facilities		
Provision for lift	Yes	
Ramp/ Rails	yes	
Braille Software/facilities	No	
Rest Rooms	No	
Scribes for examination	Yes	
Special skill development for differently abled students	No	
Any other similar facility		

7.1.4 Inclusion and Situatedness

Enlist most important initiatives taken to address locational advantages and disadvantages during the year						
Year	Number of initiatives to address locational advantages and disadvantages	Number of initiatives taken to engage with and contribute to local community	Date and duration of the initiative	Name of the initiative	Issues addressed	Number of participating students and staff
2018-19	As we are situated in a multi-disciplinary campus, it helps us to expose our students to various ideas and thoughts. Proximity to NGOs like Namma Bhoomi, has helped us to inculcate a sense of community services among our students. Being in the vicinity of Manipal Media Networks has helped us to give practical exposure to our students	3	8,9 & 10 March 2019 ; 3 days 15th March 2019; 1 day	Namma Angadi Blood Donation Drive 2019	Encourage rural artisans & poor children's education	40 40

7.1.5 Human Values and Professional Ethics		
Code of conduct (handbooks) for various stakeholders		
Title	Date of Publication	Follow up (maximum 100 words each)
Nil		
7.1.6 Activities conducted for promotion of universal Values and Ethics		
Activity	Duration (from-----to-----)	Number of participants
7.1.7 Initiatives taken by the institution to make the campus eco-friendly (at least five)		
The institution has cut down its paper use to 60%. The campus advocates for reduction in plastic use and in recycling plastic products. All the electric lights have been replaced with LED.		
7.2 Best Practices		
Describe at least two institutional best practices		
<p><u>Am plus</u></p> <p>Objectives: Provide hands on experience on various aspects of journalism</p> <p>The context: Both the undergraduate & post graduate courses in media & communication have theoretical understanding and do dummy exercises related to reporting , writing ,editing & designing in their classroom. The Am-plus initiative was started to give them a hands on experience of how a tabloid/newspaper is produced & distributed.</p> <p>The Practice: Amplus is a lab journal newspaper which consists of various sections of the newspaper such as editorial , local news, national news, international news, leisure and sports. The student groups are divided into editors, sub editors, reporters & a person in charge of advertisement in the newspaper. They are guided by a faculty who helps them in deciding the reports to be carried. The designing & editing is done by the students. It gets printed at Manipal Media Networks & distributed every Saturday morning in Udupi & Manipal during the semester</p> <p>Evidence of Success: Amplus has been produced by every student who has joined MIC from 1998 onwards till date. For the past 20 years, it has been produced uninterrupted.</p> <p>Namma Angadi</p> <p>Objectives: Provide hands on experience on various aspects of event management.</p> <p>The context: The post graduate students of Media & Communication have a subject called Event Management. In order to provide them with practical knowledge of managing an event, the institution tied up with Namma Bhoomi, a unit of the NGO- Concerned for Working Children (CWC). It served a dual purpose, that of educating the students about the community around them as well as inculcating a sense of responsibility towards promoting the cause of CWC.</p> <p>The Practice: In 2003, MIC & Namma Bhoomi had an informal association and the students studying event</p>		

management organised a one day sale of the products of Namma Bhoomi at Manipal. In the first year, the products consisted of only kurtas for both men & women. Over the years, the students have been involved in, mapping out the needs of the market, designing new products, promotion of the event and organising the sales. From a one day event, it has graduated into a three day mega event in the town of Manipal.

Evidence of Success: The Kannada daily, Udayavani has been promoting this event through articles & advertisements in their newspaper free of cost. Wide coverage is also received from other local channels & radio stations. A good number of students have been placed in event companies such as Wizcraft. Namma Angadi has been successfully conducted for the last sixteen years and has turned into a popular brand known for environment friendly products.

Blood Donation

Objective: To inculcate a sense of social responsibility among the students.

Context: MIC is situated within a teaching medical hospital in its vicinity. At times, there were emergency requirements for blood. This would happen frequently and the students came up with the idea of organising a blood donation drive in the year 2011.

The practice: MIC tied up with Kasturba Medical College to organise a blood donation drive. The students created an awareness about the need for blood donation and how one unit of blood could be used to save the lives of three different people. With the help of trained KMC doctors from the blood bank, in a few hours, the drive collects 50 to 100 units of blood.

Evidence of success: Over the years, students have been able to create awareness about blood donation among the general public who come to donate blood voluntarily every year.

Sabka Chawal

Objective: To sensitise students towards environmental problems.

Context: As part of the mandatory Environmental Science course, students are taught about various environmental problems & hazards. One of the problems is solid waste management and cooked food also contributes to the solid waste.

The practice: The students organised a public awareness campaign about food wastage. They use the social media to promote their campaign named Sabka Chawal. A street play was put up by the students on the theme of food wastage.

Evidence of success: The campaign has about 248 followers in Instagram which is expected to go up in the following years

7.3 Institutional Distinctiveness

Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust

In keeping with the institution's vision, priority & thrust areas, MIC constantly updates its course curriculums, aligning its courses with the existing industry trends & practices. This makes MIC students fit to take charge of any position once out in the industry. Further MIC has roped in industry experts, practitioners and senior educationists as adjunct faculties which helps the institution align with its objective of giving quality education. The Ph.D program of MIC has seen a constant intake of scholars since 2016; enrolling at least 2 candidates for Ph.D. every year. In order to make the students socially conscious & responsible citizens, MIC has introduced courses on environment & gender early on. As MIC believes in Practice based education, most of its courses have some practical aspect in it.

8. Future Plans of action for next academic year (500 words)

To introduce certificate courses and short term intensive courses to strengthen skill based learning of the students. In terms of research ensure that there is at least one publication per faculty in Scopus indexed journals, to improve the quality of research

Name Mr.Balaji A.C

Name DR. Padma Rani

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC

_____*_____

Abbreviations:

CAS	-	Career Advancement 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

For Communication with NAAC

The Director

National Assessment and Accreditation Council (NAAC)

(An Autonomous Institution of the University Grants Commission)

P. O. Box. No. 1075, Nagarbhavi

Bengaluru - 560 072

Phone: +91-80-2321 0261/62/63/64/65

Fax: +91-80-2321 0268, 2321 0270

E-mail: director.naac@gmail.com

Website: www.naac.gov.in