

प्रज्ञानं ब्रह्म



Manipal

INSPIRED BY LIFE

Annual Quality Assurance Report (AQAR)

2014 -15

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)

2014-16 updated till March 2016

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, 2922076,2922079

Name of the Head of the Institution:

Mr. Varadesh Hiregange (till Dec 2014)
Dr Nandini Lakshmikanta : from Dec 2014 till date

Tel. No. with STD Code:

0820 2571901

Mobile:

9902710092 / 09620397265

Name of the IQAC Co-ordinator:

Dr. Padmarani

Mobile:

0968688116

IQAC e-mail address:

iqac.soc@manipal.edu

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 :

13/03/2015/ latest on 17/02/2016

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 - 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

4

2.7 No. of Employers/ Industrialists

2

2.8 No. of other External Experts

1

2.9 Total No. of members

15

2.10 No. of IQAC meetings held

2

2.11 No. of meetings with various stakeholders:

No.

2

Faculty

13

Non-Teaching Staff

5

Alumni

2

Others

Nil

2.12 Has IQAC received any funding from UGC during the year?

Yes

No

If yes, mention the amount

NIL

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.

2.16 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	1	2	
PG Diploma	1	-	1	
Advanced Diploma	Nil	-		
Diploma	Nil	-		
Certificate	1	-	1	
Others	Nil	-		
Total	7	1-	7	
Interdisciplinary				
Innovative				

1.2 (i) Flexibility of the Curriculum: CBCS

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	5
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.

Yes, the BA course was renamed as BA (Media and Communication), Practicality was brought in some of the core subjects. More subjects were added to the bouquet of electives. M.A (Communication) was renamed as M.A (Media & Communication)

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

BSc Animation was introduced in June 2014.

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
21	18	1	2	nil

2.2 No. of permanent faculty with Ph.D.

3

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
6	-	-	-	-	-	-	-	6	-

2.4 No. of Guest and Visiting faculty and Temporary faculty

32

6

Nil

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended	7	3	
Presented papers	6	1	
Resource Persons		1	

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 live events, class presentation, class seminars, RTI filing drive

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

192/183 as on 2016

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
Provision for third valuation
Paper seeing facilities

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

Curriculum: 10	BOS: 5	Curriculum workshop :12
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2.10 Average percentage of attendance of students

86%

2.11 Course/Programme wise distribution of pass percentage : We follow CGPA system.

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	*Pass %
BAJC	82/ 56pass					68.29
MA COM	37/ 34pass					91.89
PGDCC	7/ 6pass					85.71
MA in Film Art	1/ 1pass					100%

* We follow CGPA method while scoring

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

Internal audits
ISO certification

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	4
Faculty exchange programme	4 (inclusive of one faculty on Erasmus Mundus scholarship)
Staff training conducted by the university	5
Staff training conducted by other institutions	Nil
Summer / Winter schools, Workshops, etc.	2
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	14	-	Nil	Nil
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 and documentary production

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	nil	1	1	Nil
Outlay in Rs. Lakhs	6,99,075	1,53,235	6,99,075	Nil

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	Nil	1	1	Nil
Outlay in Rs. Lakhs	2,41,290	96,516	2,41,290	Nil

3.4 Details on research publications

	International	National	Others
Peer Review Journals	5	-	-
Non-Peer Review Journals	-	-	-
e-Journals	3	-	-
Conference proceedings	6	-	-

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	Indian Council of Medical Research	6,99,075	1,53,235
Minor Projects	3	National Council for Women	2,41,290	96.516
Interdisciplinary Projects	Nil	Nil	Nil	Nil
Industry sponsored	2 months	Manipal Media Network	50,000	50,000
Projects sponsored by the University/ College		Video Projects undertaken in 2015*	5,02,208	1,80,000
		Video Projects undertaken in 2016*	4,00,000	1,00,000
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 **NIL**

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	-	-	-
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

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: nil
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: nil
University level State level
National level International level

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

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

Students take part in centrally organised events by the university

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

Namma Angadi
Blood drive
Daan Utsav by VSO

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	-	MAHE	05 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.	-	13	MAHE	-
Value of the equipment purchased during the year (Rs. in Lakhs)	-	30.68	MAHE	-
Others : Auditorium	1		MAHE	
Students Common Room	1			
Library	2	1		
MV Kamath Bibliography	1			
AV room				

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	10841	22.5 lacs	714	2.5 lakh	11556	25lacs
Reference Books	260	Budget inclusive	5	Budget inclusive	265	Budget inclusive
e-Books	25	0	0	0	25	0
Journals	55(journals+ other periodicals)	2.75 lakhs	1	20,619	56	2,95,619
e-Journals	6	NA	0	NA	6	NA
Digital Database	2	2.5lakhs	0	NA	2	3.5 lakhs
CD & Video	608	5,15,000	35	20,000	643	5,35,000
Others (specify)	13	50,000	0	0	13	50,000

4.4 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Faculties laptop	Others
Existing	159	116	All computers	08	04	07	21	28
Added	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Total	159	116	All	08	04	07	21	28

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

Wi fi enabled. Internet access to students in library and in computer labs, new software

4.6 Amount spent on maintenance in lakhs :

i) ICT

2.18

ii) Campus Infrastructure and facilities

38.18

iii) Equipments

21.50

iv) Others

45.28

Total :

106 .14

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
332	102	1+7	0

(b) No. of students outside the state

324

(c) No. of international students

26

Men	No	%	Women	No	%
	170	39		264	61

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total
369	0	0	0	0	369	433	1	0	0	0	434

Demand ratio 1:0.09 for BA

Dropout % 1.08

1:0.43 for PG

1:0.30 for B.Sc

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

The support system exist within curriculum

No. of students beneficiaries

NA

5.5 No. of students qualified in these examinations

NET SET/SLET 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

77

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
30	77	77	3

5.8 Details of gender sensitization programmes

Faculty undergo Gender Sensitization Programs regularly conducted 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	14 + 19	1,26,000 + 5,25,950
Financial support from government	1	25,000
Financial support from other sources	nil	nil
Number of students who received International/ National recognitions	14	3,96,620

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 : 10

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

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 once every 3 years

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

Adding new 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

Maintained centrally 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?

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

Annual meet, internships and placements

6.12 Activities and support from the Parent – Teacher Association

- Parent meet during orientation session
- Parents meet the teachers during their other visits
- Parents participate as resource persons

6.13 Development programmes for support staff

- Outbound training
- gender sensitisation workshop, English speaking workshop

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 initiated

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

Attached in Annexure

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.

ii)

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 in their areas of expertise. Staff members were actively involved in BOE and BOS of state owned as well private universities. The faculty members also participate as resource person in various television channels, radio programmes and contribute regularly to newspapers.

8. Plans of institution for next year

To conduct national debate competitions and organise endowment lecture, national conference, strengthening IQAC and increasing the number of international collaborations. The institution also plans to add more specialisations in the Post Graduate programs

Name _____

Name _____

Signature of the Coordinator, IQAC

Signature of the Chairperson, IQAC

Annexure I

School of Communication

Action Taken Report - IQAC

Report prepared on 14.4.2016 to Meeting held on 15.4.2015

The members of IQAC members met on 15.4.2015. Based on the suggestions of the IQAC members the college authorities took following actions to improve academic related activities.

Sl.No	Issues concerned	Action taken
1	Departmental Documentation	Two internal audits were conducted during the year and staff members were randomly audited for the maintenance of records. ISO Certifying agency TUV Reinland audited the college

2.	Academic Progression	No action to add new program was undertaken during the year
3.	Adherence to academic Plan	Academic Calendar was published. All faculty were given a deadline to submit the lesson plan and others documents as per the schedule
4.	To conduct a national conference	As per the strong recommendation of quality team the research committee of the college conducted a national conference on March 4 th and 5 th of 2016. Though the conference was of national stature, the resource persons were of international stature. Dr. Bashabi Fraser, Edinburgh Napier and Indu Shekar Sinha, BBC world Wide Network participated in the same.



Achievements and Recognitions

- Ranked No. 5 amongst the top media schools in India - Outlook survey 2015