



# **SELF STUDY REPORT**

**FOR**

**1<sup>st</sup> CYCLE OF ACCREDITATION**

**ST JOSEPH COLLEGE OF COMMUNICATION**

**MEDIA VILLAGE, KURISUMMOOD**

**686104**

**[www.sjcc.ac.in](http://www.sjcc.ac.in)**

**Submitted To**

**NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL**

**BANGALORE**

**August 2024**

# **1. EXECUTIVE SUMMARY**

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## **1.1 INTRODUCTION**

St Joseph College of Communication (SJCC), established in 2004 with the vision of “transforming media for a wholesome world”, is a Christian minority educational institution affiliated to the Mahatma Gandhi University, Kottayam and is owned and managed by the Archdiocese of Changanacherry which manages reputed and century-old educational institutions like SB College, Assumption College and 6 other colleges. It also has more than 120 schools. The Archdiocese of Changanassery is well known and recognised for its services in the field of education.

When the vision of the founding patron Archbishop Mar Joseph Powathil merged with the competence and expertise of Mr John Sankaramangalam who was the director of FTII Pune, St Joseph College of Communication was born. Mr John Sankaramangalam was a national award winning film director as well as academician in the field of film studies. With his deep and wide knowledge; practical experience in the industry and administrative skills he helmed SJCC through the uncharted waters when a college for film and media was not thought of in Kerala.

The pristine campus in 5.30 acres of land is situated in Changanassery, Kerala. It is easily accessible by road and rail and hence very convenient for students and teachers who commute daily.

### **Programmes & Student Strength**

The college that started with just 2 UG programmes and 11 students 20 years ago has now 925 students on roll for 8 UG and 5 PG Programmes. Since this is the first of its kind in South India hosting more than nine hundred students with similar interests and passions, the resource pool at SJCC and the exchange of ideas taking place here are unparalleled. The fame of the institution has spread all throughout the state and hence we have students from every district of Kerala and even a few from outside the state.

Qualified, technologically competent and skilled members of the faculty is a major asset of SJCC. Most of them are creative and up to date with the technological developments in the field of media and communication. The infrastructure and facilities provided at SJCC is up to date with industry standards.

### **Vision**

## **Transforming Media For a Wholesome World**

St Joseph College of Communication is founded with the vision of transforming media to create a wholesome world.

Transforming media means creating a media culture that is technologically competent and up to date; that provides a pleasant visual and listening experience; that reaches even to the poorest section of the society; and a media culture that educates, entertains and inspires.

Wholesome world means a world in which moral and spiritual values prevail; a world that gives justice to all

sections of the society; and a world that cares for others. SJCC has identified a set of core values that leads to the formation of a wholesome world.

### Core Values

- Excellence in teaching, learning, research and service.
- Creativity, in exploring new ways of knowledge through new findings.
- Entrepreneurship, through emphasis on collaborative and interdisciplinary study.
- Ethical Conduct, by instilling a value system in students.
- Social Responsibility, dedicated to serving individuals, society and nation through outreach and community engagement.
- An inclusive approach, by respecting all individuals regardless of class, caste, religion, ability and gender.
- Global Citizenship, by inculcating meaningful knowledge, skills

We try to inculcate these core values through our teaching learning process and try to propagate it through our media productions.

### Mission

#### **Professionals With Integrity**

The vision can be realised only when people with right skills, aptitude, attitude and perspective are ready to devote their career to serve the society through media. Hence our mission is to bring forth creative, constructive and positive changes in the media industry by providing talented media professionals with sound knowledge, high level of technical competence, right vision and high regard for moral and spiritual values. We aim at and are dedicated to the integral development of every student enrolled here and we strive hard to mould professionals who can inculcate values through visuals.

SJCC is committed to the mission of providing trained professionals with personal and professional integrity to the media and entertainment industries. Professionals with integrity means well qualified and skilled people who can utilise their knowledge, skills and talents for the betterment of the society; who can uphold the moral values and stand for the right; who can give voice to the voiceless; and in whom there is no dichotomy between what he/she believes and what he/she does.

#### **Motto: Values in Visuals**

We aim at and are dedicated to the integral development of every student enrolled here and we strive hard to mould professionals who can inculcate values through visuals.

For over two decades, the college has been dedicated to serving the society by empowering the youth from all sections of society in Kerala through pedagogical methods that foster learning and creativity in media-related disciplines.

## **1.2 Strength, Weakness, Opportunity and Challenges(SWOC)**

### **Institutional Strength**

- Run by a management with an experiential legacy of more than 125 years in the field of education.
- The first university affiliated/UGC recognised college in South India exclusively for media and communication studies.It currently tops the list with the most number of media programmes and students.
- Programmes are structured with 65% practical courses with a focus on animation, graphic design, visual effects, audiography, visual arts, cinema and television, visual communication, and multimedia to provide hands-on experience and practical skills
- Top-notch training facilities, including studios for recording, editing, sculpting, photography, and stop-motion animation.
- 4 Green Matte Studios equipped with the necessary tools for high-quality visual effects projects and 2 Dolby Atmos mixing studios (600sq.ft).
- Lab infrastructure includes 2D lab, Computer Lab (with 60 i9 computers), Commerce Lab
- ICT enabled classrooms, conference hall and seminar hall with audio visual aids
- High-speed internet connection of 150 Mbps for seamless connectivity.
- Movie Theatre: 4K Barco Projection with 7.1 Surround sound and 235 seating capacity
- Well qualified faculty with industry experience and competency bagging national and international awards for their creative productions. 15 teachers are members of the Subject Expert Committee and Syllabus Revision Committee of the affiliating university.
- Highly creative alumni who have marked an inevitable presence in the film and media industry including a few National and State award winners.
- A dedicated placement cell and counselling centre to promote the career progression of the students through various life/soft skill and industry training programmes.
- Incubation centre with 4 start ups.
- Media Outlets like 90.8 Radio Media Village, MVTV and MV Studios to provide practical training and exposure to students.

- Hostel facilities accommodating nearly 250 students
- Open stadium featuring balcony seating.
- Divyangjan-friendly campus with ramps, lift, toilets, parking slots etc.
- 100 KW Solar powered campus that provides for 60% of the power requirement of the campus.
- Fully equipped gymnasium and well-designed courts for football, badminton, volleyball, basketball, indoor games like carrom, table tennis etc
- Media Village Film and Television Institute (MFTI) provides training in a variety of media related areas from computer fundamentals to high end tools of design.
- A secure campus ensured by CCTV surveillance and round-the-clock security staff, overseen by a dedicated security officer.
- Availability of multi speciality Medical Facility (a 400 bedded hospital) in 600 metre proximity. The college has an MoU with the same.

### **Institutional Weakness**

- Being a University Affiliated College, the Spectrum of curriculum design, Planning and revision is restricted. Hence we face difficulties in revising and upgrading our curriculum to suit the changing industry requirements and technological advancements.
- The college's action plan is impacted by delays in the University Examination schedule.
- The college, due to its self-financing status, is deprived of funding from government agencies.
- Due to the practical nature of our courses which require faculty with industry and professional experience to provide practical insights, the number of faculty with NET/Ph.D. qualifications is limited.

### **Institutional Opportunity**

SJCC, being one of the few media colleges, has the potential to evolve into a comprehensive hub for media-related activities and expand its programmes to empower the surrounding community.

- Engaging in collaborative ventures and MoUs with international institutes and universities to enrich the academic exposure of students and faculty.

- Providing residential accommodation for girls on the campus would enhance enrollment; the college has already purchased land for the hostel.
- More students can be enrolled in MOOC programs to enhance academic empowerment.
- The implementation of NEP will make B.Com with Media Studies possible for students.
- The college has the opportunity and potential to develop into an autonomous college with a media research centre
- The college's Atmos Broadcast Studio is eligible to obtain a licence to function as an OTT Platform Movie Recording studio.
- Additional Certificate Course for Skill Development have to be offered.
- Promotion of start-ups and innovative inventions through incubation centres can be enhanced.
- Provide students with opportunities to develop self-employment skills in media related fields.
- More emphasis is to be laid on special coaching of students for Competitive Examinations.

### **Institutional Challenge**

- SJCC, being a media college with a focus on practical media content production, has the latest audio visual equipment and IT infrastructure including computers, software, cameras and projectors. However, rapid technological advancements necessitate a substantial investment in upgrading them.
- Tight Academic Schedules and time constraints can impede the smooth completion of project works in the curriculum.
- The actual number of working days is usually less than the number of scheduled days due to unforeseen seasonal changes, natural calamities, and political strikes.
- Decline in Student Enrollment in recent years due to student migration to other states and countries.
- The remote location of the college far from the airport often poses challenges in attracting multinational and faroff companies for placement.
- As student fees constitute the primary source of income for the college, it faces challenges in updating high-end equipment.

## **1.3 CRITERIA WISE SUMMARY**

### **Curricular Aspects**

## **Curricular Planning & Implementation**

Academic calendar is prepared and circulated before the beginning of each year by IQAC for discussion and finalisation. The dates for the midterm and model examinations for the odd and even semesters are notified in the academic calendar. Each department prepares their own department calendar based on the common calendar including seminar, workshops and other curricular and cocurricular activities conducted in the department. Teachers prepare course plans one week before the commencement of each semester and are inserted into the course files which documents the details of the delivery, assessment and attendance of each course. Teachers' diaries maintained by the teachers help the academic audit committee and IQAC to monitor the progress of the delivery of courses and workload of the teachers periodically.

Teachers of SJCC contribute immensely to the planning and drafting of the curriculum for the university. 15 of our teachers are members of the syllabus committee of the university and three are the members of the University Expert Committee.

## **Academic Flexibility**

Altogether 2756 students were enrolled in the 41 add-on courses offered by the college and the MOOC course on organic farming offered by Mahatma Gandhi University, Kottayam. These courses provide the students with a cutting edge in building up their career in the industry.

## **Curriculum Enrichment**

Cross cutting issues like human values, gender equity, professional ethics and sustainable development are included in 51 courses in the curriculum in order to mould socially responsible citizens.

Projects and internships are a hallmark of the courses offered at SJCC. All BA and MA students undergo a one month internship which provides them with a golden opportunity to get a first hand experience of the industry and its requirements. A significant percentage of the courses offered at SJCC are evaluated based on projects and 446 students were benefited during the last five years.

## **Feedback System**

Feedback on academic activities is taken from the students by the end of every semester and feedback from other stakeholders are taken once in a year. The feedback taken is analysed and is reported to competent authorities for further actions.

## **Teaching-learning and Evaluation**

**Student Enrollment & Profile:** The enrollment percentage of SJCC is more than seventy in general and more than 60 percent of the seats for the reserved categories have been filled.

**Student Teacher Ratio** is maintained at 18.2 to facilitate effective mentoring and guidance.

**Teaching and learning process** at SJCC stands apart due to its emphasis on experiential and participative learning. Projects and practical courses form 65 percent of the total courses offered. Project and practical based assessments offer ample opportunities for students to experience the practical difficulties and problems

encountered in their areas of study and help them to solve them collaboratively. The exchange of knowledge and ideas taking place in that process is unparalleled and such a system moulds them into good team players.

All our classrooms are equipped with audio visual aids which are used on a daily basis. Our teachers are also ICT friendly with no exception. The student computer ratio is 5:1 and free wifi is also made available for students at specified areas on the campus.

**Teacher Profile & Quality:** The strength of our faculty is their industry experience and creative productions. A good number of our teachers have graduated from the National Institutes like FTII Pune and SRFTI Kolkata. Many of them are still active in the industry.

**Evaluation Process:** Internal assessments are timely conducted as per the academic calendar published at the beginning of the academic year and the marks are communicated to the students and parents directly and through the students' mobile application. The final internal marks are also published on the college notice board before submitting to the university so that the students can raise their grievances. The institution has a three-tier grievance redressal mechanism-Department, College and University level. Students can register their exam related grievances through grievance redressal form which makes it easier for students to submit their complaints and concerns.

**Learning outcomes** are very well communicated to the students and are displayed on the campus and the institutional website. A customised system has been developed to evaluate the **students' performance** based on the Learning Outcomes.

### **Research, Innovations and Extension**

SJCC has established a **robust ecosystem for fostering innovations** by integrating the Indian Knowledge System and raising awareness about Intellectual Property Rights. The outcomes of these initiatives have significantly contributed to the holistic development of our students.

**Indian Knowledge System** - SJCC has actively incorporated the Indian Knowledge System into its curriculum. Topics like Indian Epics, Art in Indian Civilisation, are taught as part of the Art and Visual Perception course of BA Multimedia and Visual Communication in Semester 1. Natyasastra, Indian Art and Temple Architecture and Indian Mural Paintings and natural pigment making techniques are taught in the second semester. Indian knowledge systems like Vastusastra, Tachu Sastra, Tantra Samuchaya and Silpa Ratna are taught as part of History of Art and Architecture of BA Visual Arts second semester. Indian Aesthetics is also taught to all MA students as part of Introduction to Art Theory and Criticism in semester 1.

It also offers workshops on Vedic Maths, Vastu Sastra, and traditional Indian performance art forms such as Chakyar Koothu and Pavakkoothu. Moreover, an actively functioning Yoga Club conducts seminars and practice sessions on Yoga.

**Incubation Centre** - The centre established in October 2022 conducts training for student entrepreneurs and collaborates with the Kerala State Government on the Young Innovators Programme to offer workshops on innovation. Startups incubated at SJCC, such as Mosaic Myth Studios, Visionary Visuals, Volshauz, and Media Park, have shown remarkable progress, creating employment opportunities and contributing to the local economy. This initiative has allowed students to earn while they learn, further enhancing their practical skills and business acumen.



**Extension Activities:** The outcomes of the extension activities conducted by SJCC especially by its NSS unit in the neighbourhood have been diverse and far-reaching, benefiting both the students and the local community. The activities of 90.8 Radio Media Village FM with 5 Lakh listeners within a geographical radius of 15-20 kilometres and YouTube channel- MVTV with 52.1K subscribers are noteworthy. The extension activities of the Radio Media Village has been recognised by the Ministry of Information and Broadcasting Government of India with 6 National Awards in various categories.

## **Infrastructure and Learning Resources**

### **Physical Facilities:**

SJCC's unwavering commitment to providing a teaching and learning environment to its teachers and students is exemplified by the state of the art labs, studios and the theatre. Students are provided with the latest cameras, mics and other equipment for media production.

A television studio has been set up with cameras, lights, teleprompters and green screen so that students get a first hand experience of news production. Sound recording studios and editing studios are provided to students to complete the post production works of their projects and 7.1 Atmos preview theatre is also made available for experiencing the quality of their work in industry standard environment. An advanced photography studio enables the student to explore the possibilities of lighting in product and fashion photography. The 7.1 QAC theatre namely MV Cinemas was built in 2022 to enhance the cinematic experience of the students who study movies seriously.

The 2D lab and the renewed stop motion lab are utilised by the students of Animation and Design for their projects and practicals. It enables the students to make their creative productions in stop motion animation and 2D animation in a professional environment using industry standard equipment.

The Instrumentation Centre facilitates the distribution of high end movie cameras and lighting and recording equipment. A full fledged Seminar Hall and Conference Hall provide space for academic discussions and debates.

A multigym and a playground for football, basketball, badminton and volleyball contributes to the holistic development of the students.

### **Library**

The library has been upgraded with more than 8500 titles and about 9500 volumes. College has ample resources for a digital library with online audio visual resources and a physical facility for their usage was made available for students since the last academic year.

### **IT Infrastructure**

All our classrooms have been equipped with audio-visual aids and intel core i7 computers. Wifi access has also been provided to students at various locations on the campus.

### **Maintenance**

The 480 lakhs spent on maintenance of infrastructure shows SJCC's commitment to provide quality facilities to its students to enhance their learning experience.

## **Student Support and Progression**

### **Student Support**

SJCC's concern for the underprivileged is evident from its student support systems and scholarship policies. More than 80 percent of its students have benefitted from scholarships and freeships.

Capacity development and skill enhancement activities are given adequate emphasis at SJCC so that the outgoing students are well aware of the standards and requirements of the industry and are capable of meeting them. 86 programmes were conducted during the last five years with this end in mind. More than 60 percent of students have benefited from career counselling and training for competitive examinations.

Grievance redressal mechanism of SJCC is also effective and efficient. Two different online systems have been established for the submission of grievances. One for the internal assessment related grievances and the other for general grievances. Once actions are taken students are informed of the same through email.

### **Students Progression**

Though most of our students work as freelancers they are also provided with placement training and support with a dedicated placement cell. The percentage of student progression is more than 60 percent. Sessions by experts from the industry and practice interviews are given to the final year students regularly to keep them up to date on the developments in the industry.

### **Student Participation & Activities**

SJCC being a college that celebrates arts and artistic talents, cultural events are conducted frequently and is an inevitable element of the campus life at SJCC. Students of SJCC have won more than 32 awards or prizes in various arts and sports competitions held outside the college including the university arts festival. The college has also taken the pain and effort to conduct 178 cultural and sports events during the last five years in which several students have actively participated and won prizes.

**Alumni** are the greatest strength of any educational institution and SJCC is no exception. Alumni gatherings are held every year and alumni achievers are honoured and feedback and suggestions are sought from the alumni. Hence the discussion session is the most productive part of every alumni meeting. SJCC also has a registered alumni association.

## **Governance, Leadership and Management**

### **Vision & Leadership**

SJCC, an educational institution with a focus on outcome-based education, has been proactive in implementing this approach even before the launch of the NEP 2020. This is mainly due to the nature of their courses, which are predominantly practical and project-based (65%), with the remaining 35% being theory-based.

The college's vision is Transforming Media for a Wholesome World and its mission is Professionals with Integrity. SJCC's unique formation, centred around value-based community interventions, is evident in the achievements of its alumni, such as National Award-winning film directors and the creators of impactful films. SJCC's media outlets also testify its unwavering commitment and dedication to its vision and mission.

### **Strategy Development & Deployment**

SJCC operates through a decentralised and participatory system in alignment with its vision, mission, and policies. Each year, comprehensive action plans and budgets are developed, integrating inputs from the management, administration, departments, clubs, and forums before the academic year begins. The SJCC Trust, a Managing Council, oversees the institution's development and improvement by defining its mission and vision. The governing body includes members from local communities and neighbouring educational institutions' heads. Crucial administrative decisions are made at the staff council, comprising the Principal, select staff members, and Heads of Departments.

To enhance the governance system at SJCC, in 2019-20, we introduced e-governance by acquiring Enterprise Resource Planning (ERP) software, enabling us to streamline our administrative processes and the payment of fees.

**Faculty Empowerment Strategies:** SJCC's commitment to the empowerment of its faculty is evident in the one week Faculty Development Programme conducted every year. One day training programmes are also organised to keep the faculty up to date with the developments in the industry. Teachers are provided with financial support to attend an online faculty development programme every year.

**IQAC** has tremendously contributed to the quality development of the college since its inception. Regular meetings have been held and quality audits were conducted. It also ensured the follow up actions on the audit reports. It has taken a lead role in establishing academic collaboration with other institutions.

### **Institutional Values and Best Practices**

#### **Gender Equity**

The Institution has taken several measures to promote gender equity and to provide a supportive and inclusive environment for women students and staff. To achieve this, we have implemented several facilities and initiatives such as ICC, Women's Cell, Self Defence Training for Girls, Installation of Surveillance Cameras, Menstrual Leave, Maternity Leave.

#### **Sustainable Development**

The 100KW Solar Power Plant that contributes to 60 percent of the energy needs of the campus and the biogas plant are the best examples of SJCC commitment to sustainable development goals. A system is in place to gather and manage different types of waste on campus as part of Green Campus; Clean Campus initiative. The vermicompost plant and the incinerators are parts of this initiative. The college also has a rainwater harvesting system.

#### **Disability Friendly Campus**

All facilities on campus have been made accessible even to the disabled with lift and ramps. Special toilets and parking lots have also been designed for the disabled students.

### **Inclusive Environment**

SJCC hosts students from different religious, cultural and linguistic backgrounds and has strict anti-discrimination policies that prohibit any form of harassment or discriminatory behaviour. Festivals of various religions are also celebrated on campus.

### **Responsible Citizenship**

Days of national importance are celebrated and observed on campus and two walls have been designed to commemorate the memory of freedom fighters, national leaders and social reformers. The preamble of the constitution and fundamental rights and duties are ceremoniously exhibited on the campus.

**Best Practice 1:** A community radio was established and is run with the following objectives:

- Community Engagement and societal development.
- Foster a strong sense of social responsibility in students and enable them to use media for the benefit of society.

**Best Practice 2:** Screen for Change-Production of Social Commitment Videos

Social commitment videos are produced annually with the cooperation of the students on various themes of social relevance.

SJCC being a college of communication, its **distinctive area of thrust** is media, especially visual media. The performance of SJCC in this area is evident through the film productions and achievements of its alumni, faculty and its media outlets.

## 2. PROFILE

### 2.1 BASIC INFORMATION

Name and Address of the College	
Name	ST JOSEPH COLLEGE OF COMMUNICATION
Address	Media Village, Kurisummood
City	Changanassery
State	Kerala
Pin	686104
Website	<a href="http://www.sjcc.ac.in">www.sjcc.ac.in</a>

Contacts for Communication					
Designation	Name	Telephone with STD Code	Mobile	Fax	Email
Principal	Joseph Parackal Alias Shyju Joseph	0481-2722225	9447542007	-	mail@sjcc.ac.in
IQAC / CIQA coordinator	Alwin Johnson	0481-2722225	9947649993	-	alwinvallayil@gmail.com

Status of the Institution	
Institution Status	Private and Self Financing

Type of Institution	
By Gender	Co-education
By Shift	Regular

<b>Recognized Minority institution</b>	
If it is a recognized minority institution	Yes <a href="#">Minority certificate.pdf</a>
If Yes, Specify minority status	
Religious	Christian
Linguistic	
Any Other	

<b>Establishment Details</b>				
<b>State</b>	<b>University name</b>	<b>Document</b>		
Kerala	Mahatma Gandhi University	<a href="#">View Document</a>		
<b>Details of UGC recognition</b>				
<b>Under Section</b>	<b>Date</b>	<b>View Document</b>		
2f of UGC				
12B of UGC				
<b>Details of recognition/approval by stationary/regulatory bodies like AICTE,NCTE,MCI,DCI,PCI,RCI etc(other than UGC)</b>				
<b>Statutory Regulatory Authority</b>	<b>Recognition/Approval details Institution/Department programme</b>	<b>Day,Month and year(dd-mm-yyyy)</b>	<b>Validity in months</b>	<b>Remarks</b>
No contents				

<b>Recognitions</b>	
Is the College recognized by UGC as a College with Potential for Excellence(CPE)?	No
Is the College recognized for its performance by any other governmental agency?	No

<b>Location and Area of Campus</b>				
<b>Campus Type</b>	<b>Address</b>	<b>Location*</b>	<b>Campus Area in Acres</b>	<b>Built up Area in sq.mts.</b>
Main campus area	Media Village, Kurisummood	Urban	5.2	10697

## 2.2 ACADEMIC INFORMATION

<b>Details of Programmes Offered by the College (Give Data for Current Academic year)</b>						
<b>Programme Level</b>	<b>Name of Programme/Course</b>	<b>Duration in Months</b>	<b>Entry Qualification</b>	<b>Medium of Instruction</b>	<b>Sanctioned Strength</b>	<b>No.of Students Admitted</b>
UG	BA,Animation And Design,Animation and Visual Effects	36	Plus Two	English	50	47
UG	BA,Animation And Design,Animation and Graphic Design	36	Plus Two	English	50	48
UG	BA,Animation And Design,Visual Arts Interior Design	36	Plus Two	English	50	30
UG	BA,Media Studies,Visual Communication	36	Plus Two	English	50	41
UG	BA,Media Studies,Audiography and Digital Editing	36	Plus Two	English	40	16
UG	BA,Media Studies,Multimedia	36	Plus Two	English	50	45
UG	BCom,Com	36	Plus Two	English	50	24

	merce,Model I Cooperation					
UG	BCom,Commerce,Model I Finance and Taxation	36	Plus Two	English	100	32
PG	MA,Animation And Design,Animation	24	Degree	English	16	5
PG	MA,Animation And Design,Graphic Design	24	Degree	English	16	8
PG	MA,Media Studies,Print and Electronic Journalism	24	Degree	English	16	3
PG	MA,Media Studies,Cinema and Television	24	Degree	English	26	14

### Position Details of Faculty & Staff in the College



<b>Teaching Faculty</b>												
	<b>Professor</b>				<b>Associate Professor</b>				<b>Assistant Professor</b>			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government	0				0				0			
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit	0				0				0			
Sanctioned by the Management/Society or Other Authorized Bodies	0				0				58			
Recruited	0	0	0	0	0	0	0	0	36	20	0	56
Yet to Recruit	0				0				2			

<b>Non-Teaching Staff</b>						
	<b>Male</b>		<b>Female</b>		<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government						0
Recruited	0		0		0	0
Yet to Recruit						0
Sanctioned by the Management/Society or Other Authorized Bodies						37
Recruited	20		17		0	37
Yet to Recruit						0

<b>Technical Staff</b>				
	<b>Male</b>	<b>Female</b>	<b>Others</b>	<b>Total</b>
Sanctioned by the UGC /University State Government				0
Recruited	0	0	0	0
Yet to Recruit				0
Sanctioned by the Management/Society or Other Authorized Bodies				8
Recruited	7	1	0	8
Yet to Recruit				0

### Qualification Details of the Teaching Staff

<b>Permanent Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	3	1	0	4
M.Phil.	0	0	0	0	0	0	0	1	0	1
PG	0	0	0	0	0	0	33	18	0	51
UG	0	0	0	0	0	0	0	0	0	0

<b>Temporary Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0
UG	0	0	0	0	0	0	0	0	0	0

<b>Part Time Teachers</b>										
<b>Highest Qualification</b>	<b>Professor</b>			<b>Associate Professor</b>			<b>Assistant Professor</b>			<b>Total</b>
	Male	Female	Others	Male	Female	Others	Male	Female	Others	
D.sc/D.Litt/LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	0	0	0	0	0	0
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	0	0	0	0
UG	0	0	0	0	0	0	0	0	0	0

<b>Details of Visting/Guest Faculties</b>					
<b>Number of Visiting/Guest Faculty engaged with the college?</b>	<b>Male</b>		<b>Female</b>		<b>Total</b>
	0	0	0	0	0

**Provide the Following Details of Students Enrolled in the College During the Current Academic Year**

Programme		From the State Where College is Located	From Other States of India	NRI Students	Foreign Students	Total
UG	Male	754	2	0	0	756
	Female	189	0	0	1	190
	Others	0	0	0	0	0
PG	Male	53	0	0	0	53
	Female	26	0	0	0	26
	Others	0	0	0	0	0

Provide the Following Details of Students admitted to the College During the last four Academic Years					
Category		Year 1	Year 2	Year 3	Year 4
SC	Male	7	8	8	5
	Female	2	3	4	1
	Others	0	0	0	0
ST	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
OBC	Male	25	42	54	27
	Female	9	11	12	9
	Others	0	0	0	0
General	Male	81	82	0	101
	Female	33	48	96	38
	Others	0	0	30	0
Others	Male	134	146	0	115
	Female	29	26	179	26
	Others	0	0	40	0
Total		320	366	423	322

### Institutional preparedness for NEP

1. Multidisciplinary/interdisciplinary:	SJCC, focuses on interdisciplinary learning, integrating the core principles of the National Education Policy. This approach is achieved through flexible curricula and strong industry partnerships. The interdisciplinary methodology at SJCC allows students from different departments to take courses from other disciplines, such as Media students taking Design courses or Design students taking courses from the Media Studies Department. SJCC promotes holistic development by offering multidisciplinary courses, skill-oriented programs, and value-based education.
2. Academic bank of credits (ABC):	SJCC being a college affiliated to Mahatma Gandhi University Kottayam, does not have academic flexibility. Hence it cannot make online courses a part of its curriculum. The college is prepared to follow ABC and register students in the National Academic Depository as and when University/Government decides to implement NEP.
3. Skill development:	SJCC promotes holistic development by offering multidisciplinary courses, skill-oriented programs, and value-based education. SJCC emphasizes experiential and participative learning to enhance critical thinking, teamwork, and interpersonal skills. For instance, in the "Branding Design" course, students demonstrate their problem-solving skills in communication and identity-related issues. At the end of the course, they face a 5-hour practical examination, where they are presented with digital content and images according to the nature of the question. The assessment focuses on the visualization of concepts, the aesthetic quality of work considering factors such as color, typography, space utilization, and distribution, application of various design principles, and technical perfection. Students must design within the constraints of the given computer configuration.
4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):	The institution also promotes Indian knowledge systems through courses on traditional art forms, yoga, Vedic math, shadow puppetry and seminars on Vastu Shastra. A seminar for Vastu Sashtra is conducted annually for students of BA Visual Arts so that they become aware of the Indian concepts and theories of architectural design. A yoga club is functioning in the college and the members were given training by professional yoga practitioners.

<p>5. Focus on Outcome based education (OBE):</p>	<p>SJCC, an educational institution with a focus on outcome-based education, has been proactive in implementing this approach even before the launch of the National Education Policy 2020, though not in its full sense. This is mainly due to the nature of its courses, which are predominantly practical and project-based (65%). For instance, In the Multimedia program, students have the freedom to choose video projects like documentaries, fiction, or interviews. They are responsible for producing a 5 to 10-minute video program, including all pre- and post-production tasks. The completed project is evaluated by an external examiner, who also considers the record book, project output, and a viva session. Internal evaluations are conducted for pre-production aspects like idea development, synopsis, production outline, shooting script, storyboard, and presentation skills, depending on the chosen production. These courses enable students to create scripts and produce a 5-minute video of the project assigned. By incorporating these learning approaches, different disciplines interact and overlap, leading to a comprehensive understanding of subjects.</p>
<p>6. Distance education/online education:</p>	<p>Online classes for students were held systematically with a centralised control and monitoring during the pandemic. The college also offers online diploma courses through its wing for online education named MFTI. The college is ready to offer distance education courses subject to the approval of the affiliating university.</p>

### Institutional Initiatives for Electoral Literacy

<p>1. Whether Electoral Literacy Club (ELC) has been set up in the College?</p>	<p>Electoral literacy is a crucial aspect of any democratic society, as it ensures that citizens are well-informed about their rights and responsibilities in the electoral process. To promote electoral literacy among students, SJCC has established an Electoral Literacy Club (ELC) as part of their institutional initiatives.</p>
<p>2. Whether students' co-ordinator and co-ordinating faculty members are appointed by the College and whether the ELCs are functional? Whether the ELCs are representative in character?</p>	<p>Two teachers were appointed as faculty coordinators and a total of 42 Student representatives were selected from all classes. The selected representatives under the leadership of the teacher coordinators</p>

<p>3. What innovative programmes and initiatives undertaken by the ELCs? These may include voluntary contribution by the students in electoral processes-participation in voter registration of students and communities where they come from, assisting district election administration in conduct of poll, voter awareness campaigns, promotion of ethical voting, enhancing participation of the under privileged sections of society especially transgender, commercial sex workers, disabled persons, senior citizens, etc.</p>	<p>elected the president and the secretary by voting.</p> <p>In response to a request from the Kottayam District Collector, Smt. V Vigneshwari, IAS, a group of ELC members were selected to create a video on voter awareness. Mr. Abin, a faculty member at SJCC, served as the coordinator for this project. The ELC members, under Mr. Abin's guidance, brainstormed and developed a creative concept for the video. The video's objective was to encourage people from all walks of life to participate in the electoral process. The completed video is submitted to the District Collector's office and used for wider dissemination through various channels. SJCC organized a program to promote electoral literacy among its students, focusing on those eligible to vote for the first time. The initiative featured a live demonstration of the voting procedure, meticulously arranged for the benefit of first-time voters. The teachers at the Media studies department played a pivotal role in guiding the students through the steps involved in casting a vote. It included a breakdown of the various stages, from entering the polling booth to marking the ballot paper and depositing it securely in the voting machine. A polling booth environment was simulated at SJCC gave to hands-on experience to our students to overcome any anxieties associated with voting and gain the confidence to navigate the process smoothly on election day. Sajan Alex, a distinguished faculty member from St Peter's HSS, Kurumpanadom, delivered the Inaugural Address, providing valuable insights and perspectives on civic responsibilities. Sharing Session conducted by Lovelyamma Varghese, the Booth Level Officer (BLO) from Madappally. She shared practical experiences and knowledge, shedding light on the electoral process and the responsibilities of citizens in ensuring a vibrant democracy. A poster design competition was organised for students aimed at encouraging students to actively engage with the theme "Voting: My Right, My Duty." Participants were instructed to create A3-sized posters that visually communicated the importance of voting as both a right and a responsibility. Following the competition, the student-created posters were displayed throughout the college premises. This strategic placement served the crucial purpose of raising awareness about voter registration among the student population. By visually</p>
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	<p>encountering messages about the importance of voting, students were likely prompted to consider their own eligibility and take steps to register if needed.</p>
<p>4. Any socially relevant projects/initiatives taken by College in electoral related issues especially research projects, surveys, awareness drives, creating content, publications highlighting their contribution to advancing democratic values and participation in electoral processes, etc.</p>	<p>SJCC has created a dedicated webpage on its website which serves as a central hub for all information related to electoral literacy. It emphasizes the importance of voting and provides students with easy access to resources. It includes informative videos explaining voting procedures, keeping students updated on important deadlines and registration processes. The college youtube channel MVTV has produced and broadcasted videos specifically designed to educate viewers on the voting process, their rights and responsibilities as voters, and the importance of informed participation in elections. Through Radio Media Village information related to voter registration through engaging on-air programs were broadcast to reach a wide audience, raising awareness about the importance of registering to vote and the process involved.</p>
<p>5. Extent of students above 18 years who are yet to be enrolled as voters in the electoral roll and efforts by ELCs as well as efforts by the College to institutionalize mechanisms to register eligible students as voters.</p>	<p>ELC at SJCC actively assisted students with voter registration , together with NSS volunteers in the registration process. We organized registration drives on campus, providing guidance on eligibility criteria by establishing a help desk in the library , and helped students in resolving any registration-related issues . To maintain ELC records, the convenors created a register that logged down the names of those registered. The ELC members of SJCC shared their electoral knowledge with their peers and communities. They organised awareness campaigns, conducted mock polls, and engaged our students in discussions/debates about the importance of voting.</p>



## Extended Profile

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### 1 Students

#### 1.1

Number of students year wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
1024	1034	947	755	660

File Description	Document
Upload Supporting Document	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

### 2 Teachers

#### 2.1

Number of teaching staff / full time teachers during the last five years (Without repeat count):

Response: 69

File Description	Document
Upload Supporting Document	<a href="#">View Document</a>
Institutional data in prescribed format	<a href="#">View Document</a>

#### 2.2

Number of teaching staff / full time teachers year wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
56	58	54	50	41

### 3 Institution

#### 3.1

Expenditure excluding salary component year wise during the last five years (INR in lakhs)

2022-23	2021-22	2020-21	2019-20	2018-19
611.72	454.10	320.52	497.71	467.30

File Description	Document
Upload Supporting Document	<a href="#">View Document</a>

## 4. Quality Indicator Framework(QIF)

### Criterion 1 - Curricular Aspects

#### 1.1 Curricular Planning and Implementation

##### 1.1.1

**The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment**

**Response:**

At St Joseph College of Communication (SJCC), the commitment to providing a high-quality education is evident in our unique and comprehensive approach to curriculum planning and delivery.

**Curriculum Design** - SJCC has been at the forefront of media education since 2004, becoming the first institution to introduce media courses as a degree program under Mahatma Gandhi University. .

SJCC is privileged to have a faculty of dedicated industry experts. They are not only masters of their craft, but also play a central role in designing and drafting the media curriculum for the entire university ever since the beginning. This ensures our programmes and courses stay current and relevant, setting the benchmark for academic excellence for other institutions.

**Academic Calendar & Curriculum Delivery**- At SJCC, we believe a well-defined roadmap is essential for a successful academic journey. The IQAC meticulously crafts a general academic calendar at the beginning of every academic year which is then customised by the departments. This comprehensive plan serves as a guide for the entire year, ensuring regular classes and timely conduct of academic activities like departmental workshops, events, and internal examinations. The detailed calendar is included in the college handbook, keeping everyone equally informed. In addition the teachers also present the academic calendar and course outcomes to the students in their first class itself. This clear communication fosters a structured environment conducive to effective teaching and learning. As per the calendar the classes are delivered in five sessions from 9.30 am to 3.30 pm on every working day and there are about 90 working days per semester. The effectiveness of the curriculum delivery is ensured through a timely online feedback taken from the students.

For programs that involve practical or project-based learning, we invest in state-of-the-art labs and studios. These facilities are equipped with the latest technology, mirroring industry standards. Providing hands-on experience ensures that our graduates are well-prepared for the demands of the professional world.

**Continuous Internal Assessment:** Among the four components of the continuous internal assessment, two examinations are conducted in a centralised manner: one in the middle of the semester and other at the end. The deadlines for the submission of question papers, distribution of answer scripts and the publication of marks are also scheduled in the calendar.

**Course Files** – Our College meticulously documents and tracks the journey of every course to ensure continuous improvement and alignment with learning outcomes. Detailed course files are maintained for

each program, serving as comprehensive repositories of essential information. These files encompass syllabi, teaching plans, course outcomes, assignments, examination details, student performance metrics, sample works, and previous year question papers, bolstering effectiveness of curriculum delivery.

**Teacher's Work Diary** – Our teachers maintain a Teacher's Work Diary. These diaries provide critical insights into the daily academic routines of teachers, including their timetable, their students' class attendance, and workload details. Regular reviews of these diaries by the Principal and the IQAC enable proactive assessments of teaching methods and class dynamics, fostering a culture of continuous improvement.

In conclusion, SJCC's unique way of curriculum planning and delivery is a holistic and student-focused process to ensure that our students achieve the prescribed outcomes. This comprehensive approach not only tracks student progress but also prepares them for the challenges ahead.

File Description	Document
Upload Additional information	<a href="#">View Document</a>

## 1.2 Academic Flexibility

### 1.2.1

**Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)**

**Response:** 35

File Description	Document
List of students and the attendance sheet for the above mentioned programs	<a href="#">View Document</a>
Institutional programme brochure/notice for Certificate/Value added programs with course modules and outcomes	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Evidence of course completion, like course completion certificate etc. Apart from the above:	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### Other Upload Files

1

[View Document](#)

**1.2.2**

***Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years***

**Response:** 51.54

1.2.2.1 Number of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
383	691	354	351	499

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

**1.3 Curriculum Enrichment****1.3.1**

***Institution integrates crosscutting issues relevant to Professional Ethics, Gender, Human Values, Environment and Sustainability in transacting the Curriculum***

**Response:**

At St Joseph College of Communication, the ethos of "Values in Visuals" stands as the guiding principle, reflecting the institution's commitment to instilling a sense of integrity and ethical responsibility in its students. The college's mission is clear: to create professionals not only proficient in their chosen fields but also characterized by unwavering integrity. This commitment is prominently reflected in the integration of crosscutting issues within the curriculum, ensuring that students are not just academically adept but also socially conscious.

***Professional Ethics***

In the realm of media-related programs, SJCC acknowledges the need for a strong foundation in professional ethics. The **33 courses** within the curriculum address key aspects, including the roles and responsibilities of journalists, principles of advertising, and legal and ethical challenges in advertising. Students also delve into the ethical dimensions of public relations, examining the roles and qualities of Public Relations Officers (PROs) and navigating ethical problems in news magazines and talk shows. Intellectual property rights, trademarks, and copyright issues are integral components of the curriculum, ensuring that graduates are well-versed in the ethical considerations of their chosen professions.

## *Gender*

Our curriculum places a special emphasis on gender issues, with dedicated portions in courses like **Entrepreneurship Development and Project Management**, shedding light on women entrepreneurship. Additionally, the course “**Issues that matter**” a part of every student's semester 2 English Curriculum, delves into various gender-related topics in stories like Hagar: A Story of Woman and Water by Sara Joseph and War by Luigi Pirandello. Moreover, students engage in various **Dissertations** related to both the environment and gender as integral components of their final projects. Examples are Women Actors Reconstituting Gender Stereotypes in Malayalam Cinema, Safety Issues Faced by Women Journalists in Kerala, etc.

## *Environment & Sustainability*

SJCC's dedication to environmental consciousness is evident in our curriculum, featuring a mandatory fifth-semester course for all programmes, "**Environmental Studies and Human Rights.**" This course not only educates students about environmental issues but also underscores the interconnectedness of environmental well-being with human rights. Complementing theoretical learning, the college's **nature club** involves students in hands-on environmental initiatives, aligning with our mission to foster a sense of responsibility towards the environment. At SJCC, students don't just learn about sustainability; they actively contribute to positive environmental impact.

## *Human Values*

The College ensures holistic education with **mandatory value awareness sessions** for all students. Subjects like **Issues that matter and Ethics and Laws for Media** cover essential human values. The institution goes beyond the classroom by organizing visits to **old age and charity homes during festive days**, fostering empathy and social responsibility among students. This approach contributes to a comprehensive and values-driven educational experience.

In conclusion, our curriculum's integration of cross-cutting issues reflects our commitment to nurturing socially responsible professionals. Through courses, workshops, and extracurricular activities, we instill ethical conduct, gender equality, human values, and environmental awareness. The positive outcomes are evident in graduates who possess academic competence, ethical strength, cultural sensitivity, and a commitment to societal impact. The Malayalam films *Udaharanam Sujatha* by our alumnus Praveen Joseph (Phantom Praveen) and *Helen* by Mathukutty Xavier showcase values communicated to our students.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 1.3.2

**Percentage of students undertaking project work/field work/ internships (Data for the latest**

completed academic year)

**Response:** 43.55

### 1.3.2.1 Number of students undertaking project work/field work / internships

Response: 446

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

## 1.4 Feedback System

### 1.4.1

*Institution obtains feedback on the academic performance and ambience of the institution from various stakeholders, such as Students, Teachers, Employers, Alumni etc. and action taken report on the feedback is made available on institutional website*

**Response:** A. Feedback collected, analysed, action taken& communicated to the relevant bodies and feedback hosted on the institutional website

File Description	Document
Feedback analysis report submitted to appropriate bodies	<a href="#">View Document</a>
At least 4 filled-in feedback form from different stake holders like Students, Teachers, Employers, Alumni etc.	<a href="#">View Document</a>
Action taken report on the feedback analysis	<a href="#">View Document</a>
Link of institution's website where comprehensive feedback, its analytics and action taken report are hosted	<a href="#">View Document</a>

## Criterion 2 - Teaching-learning and Evaluation

### 2.1 Student Enrollment and Profile

#### 2.1.1

##### Enrolment percentage

**Response:** 71.7

##### 2.1.1.1 Number of seats filled year wise during last five years (Only first year admissions to be considered)

2022-23	2021-22	2020-21	2019-20	2018-19
320	366	423	322	244

##### 2.1.1.2 Number of sanctioned seats year wise during last five years

2022-23	2021-22	2020-21	2019-20	2018-19
530	520	462	462	362

#### File Description

#### Document

Institutional data in the prescribed format

[View Document](#)

Final admission list as published by the HEI and endorsed by the competent authority

[View Document](#)

Document related to sanction of intake from affiliating University/ Government/statutory body for first year's students only.

[View Document](#)

Provide Links for any other relevant document to support the claim (if any)

[View Document](#)

#### 2.1.2

*Percentage of seats filled against reserved categories (SC, ST, OBC etc.) as per applicable reservation policy for the first year admission during the last five years*

**Response:** 63.56

##### 2.1.2.1 Number of actual students admitted from the reserved categories year wise during last five years (Exclusive of supernumerary seats)



2022-23	2021-22	2020-21	2019-20	2018-19
204	234	294	183	149

### 2.1.2.2 Number of seats earmarked for reserved category as per GOI/ State Govt rule year wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
388	384	341	314	247

File Description	Document
Institutional data in the prescribed format	<a href="#">View Document</a>
Final admission list indicating the category as published by the HEI and endorsed by the competent authority.	<a href="#">View Document</a>
Copy of communication issued by state govt. or Central Government indicating the reserved categories(SC,ST,OBC,Divyangjan,etc.) to be considered as per the state rule ( Translated copy in English to be provided as applicable)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 2.2 Student Teacher Ratio

### 2.2.1

**Student – Full time Teacher Ratio**  
(Data for the latest completed academic year)

**Response:** 18.29

## 2.3 Teaching- Learning Process

### 2.3.1

**Student centric methods, such as experiential learning, participative learning and problem solving methodologies are used for enhancing learning experiences and teachers use ICT- enabled tools including online resources for effective teaching and learning process**

### **Response:**

St. Joseph College of Communication adopts a distinctive approach to designing and implementing discipline-based, student-centric methods to ensure skill enhancement.

### **Experiential Learning:**

- Projects and practical courses form 65 percent of the total courses offered. They also give them opportunities to face and solve several practical problems related to media content production in real time.
- "Mediator," a monthly publication, cultivates core journalism skills among students.
- Student engagement in news presentations, interviews, documentaries, and educational shows through MVTV (Media Village Television, a Youtube Channel) enhances their experiences.
- SJCC's community radio, Radio Media Village 90.8, hones students' radio broadcasting and on-air delivery skills.
- Observation trips and industrial visits enhance students' understanding of real-world contexts.
- Internships at reputed firms provide practical experience in students' areas of interest.
- Short film productions under Media Village Studios develop students' knowledge of motion picture management.

### **Participative Learning:**

- Students collaborate on group projects, sharing ideas and skills to create a pool of knowledge. In most of the project courses students of a class are divided into groups of 5 or 7 and do their project works as a collaborative effort. Every project work is a result of extensive discussions with the members of the team and with the teachers in charge. Thus the project courses offered at the college are excellent examples of collaborative and participative learning where a lot of exchange of knowledge and ideas takes place.
- Weekly film screenings at MVCinemas, followed by classroom interactions and discussions, deepens students' understanding of cinematic techniques.
- Peer teaching promotes collaboration, communication skills, and understanding among students.
- The SJCC Film Festival and Animation Film Festival showcase students' films and engage them in a professional learning environment.
- Intercollegiate fest and cultural programmes conducted every year have active participation and involvement of students.

### **Problem Solving:**

- By organising events like Film Festivals and intercollegiate fests, students solve issues during the execution stage.
- Practical courses like Electronic News Gathering production, Documentary/ short film projects, Multichannel Audio recording, Stop Motion Animation, and Green Screen shooting equip students to resolve real-time issues.
- Social outreach programs, including NSS Camp, visits to orphanages and elderly homes, address community needs and foster empathy.

### **ICT enabled effective teaching-learning process:**

- Classrooms are equipped with audio visual aids, and teachers are ICT-friendly, utilizing these tools effectively.
- Every classroom has a high-end computer capable of running highly advanced software like Autodesk Maya, Adobe Premiere, Adobe After Effects, Autodesk 3ds Max, Avid, Pro-Tools, Final Cut Pro, DaVinci Resolve, etc.
- WIFI-enabled networks enable teachers to stream web pages and videos, connect with students through presentations and YouTube, and encourage students to create similar presentations.
- Teachers of drawing and design use digital drawing pads to demonstrate drawing skills, techniques, and tips.
- The smart boards in the conference hall and 3 classrooms are used for interactive learning.
- The Dolby Atmos Studio facility and MV cinemas, the theatre offers learning beyond traditional classroom instruction.

File Description	Document
Upload Additional information	<a href="#">View Document</a>

## 2.4 Teacher Profile and Quality

### 2.4.1

#### Percentage of full-time teachers against sanctioned posts during the last five years

**Response:** 96.64

#### 2.4.1.1 Number of sanctioned posts year wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
58	58	55	51	46

File Description	Document
Sanction letters indicating number of posts sanctioned by the competent authority (including Management sanctioned posts)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 2.4.2

*Percentage of full time teachers with NET/SET/SLET/ Ph. D./D.Sc. / D.Litt./L.L.D. during the last five years (consider only highest degree for count)*

**Response:** 18.92

#### 2.4.2.1 Number of full time teachers with NET/SET/SLET/Ph. D./ D.Sc. / D.Litt./L.L.D year wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
15	14	11	6	3

File Description	Document
List of faculties having Ph. D. / D.Sc. / D.Litt./ L.L.D along with particulars of degree awarding university, subject and the year of award per academic year.	<a href="#">View Document</a>
Institution data in the prescribed format	<a href="#">View Document</a>
Copies of Ph.D./D.Sc / D.Litt./ L.L.D awarded by UGC recognized universities	<a href="#">View Document</a>

## 2.5 Evaluation Process and Reforms

### 2.5.1

**Mechanism of internal/ external assessment is transparent and the grievance redressal system is time- bound and efficient**

**Response:**

Since SJCC is an affiliated college, end semester external examinations are scheduled and conducted by the university. Internal assessment of students is done by closely following university guidelines issued and the parameters considered for internal assessment are communicated to all the students during their orientation programmes organised during the first year of UG & PG programmes. The Principal, IQAC, Heads of Departments (HOD) and Examination Cell closely supervise the methods adopted for internal assessment.

The internal assessment methodology adopted in the college is transparent in following ways:

- The rules and regulations concerning the evaluation process are published on the college website and in the handbook given to each student.
- Students and their parents can access their internal marks from the college portal by using their user-id and password. Internal marks will be published at the end of each semester.
- Apart from this, the final internal mark list approved by the principal, controller of examination and concerned HoD is displayed in the notice board before they are uploaded on the university website. Any grievance arising on the marks will be redressed by concerned subject faculty in a short time.

- The Internal assessment of students is done on the basis of five components: two assignments, two internal exams and attendance. Assignments, seminars and practicals are scheduled by the teachers at the time of preparing the scheme of work and inform students in advance.
- Exam schedules for internal evaluation are prepared by the Examination Cell under the supervision of the HoDs according to the College Calendar.
- In each semester one midterm exam and one model exam are conducted. Model Exam is in the university exam pattern. Exam answer scripts are valued and marks are published in a time bound manner, within the time limit stipulated by the concerned HoDs. Answer scripts after valuation are distributed to students to rectify their mistakes.
- Attendance of students for five sessions each day gets marked in the College Portal, and parents of absentees will be informed through a message. Apart from that, class mentors will contact the parents to inquire about the reason for their absence. The college has a centralized system to monitor the attendance of students in each class.
- PTA meetings are conducted annually. Parents, along with their ward, meet their teachers on the dates assigned to them. Online PTA meetings are also organized in certain circumstances.
- The college has a **grievance redressal system** spanning departmental, college, and university levels. Students can address their concerns through in-person meetings, the college website, QR codes, and the student portal. Grievances submitted through QR codes are directed to the exam cell, which is forwarded to relevant teachers. Teachers respond to the grievances, with the HoD addressing unresolved issues. If any issue still remains, it will be forwarded to the principal for a proper resolution. Students can also approach the university if they are dissatisfied with the decision of the college.
- **CCTV:** Surveillance cameras monitor the examination process so that the chances of malpractices are remote.
- **Improvement & Re-Examinations:** Absentees with genuine reasons get an opportunity to re-appear for the internal examinations and low scorers can improve their performance.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 2.6 Student Performance and Learning Outcomes

### 2.6.1

*Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website*

#### **Response:**

SJCC has designed its POs and COs with an idealistic perspective to correspond with its vision, mission, and motto. All programmes and course outcomes are published online, displayed on notice boards, and communicated to faculty and students through various channels.

Under the Mahatma Gandhi University Curriculum, it clearly defines the programme outcomes of all graduate and undergraduate programmes. The college has clearly stated programme specific outcomes (PSO) for all academic programmes and course outcomes (CO) in their respective programme structure. All courses in the programmes have learning outcomes in the syllabus mapped to various levels of Bloom's Revised Taxonomy.

### **Awareness among students and teachers of programme and course outcomes**

- POs and COs are well displayed on the college website.
- During the Departmental Induction Programme at the beginning of the academic year, the programme outcomes are clearly stated and communicated to the students.
- Course plans prepared by faculty members also have course outcomes, teaching resources, and the total number of teaching hours.
- POs and COs are displayed on various locations on the campus and the department notice boards.
- The IQAC ensures that POs and COs become part of the course file.
- The total course assessment methods include formative and summative evaluations with course outcome weights.
- The IQAC monitors various assessment tools for measuring course outcomes, including midterm and model semester examinations, tutorials, assignments, project work, labs, presentations, and employer/alumni feedback.
- Teachers also explain the pattern of questions in the internal question papers and their connection with the course outcomes.
- The IQAC conducts an analysis of each program after collecting relevant documents and results from the department.
- The course outcomes of practical subjects are mentioned in the parameters and are evaluated with teachers' expertise and experience in their field of work.
- The courses designed for UG and PG programmes are 35% practical and 30% projects. Thus, the teachers have specific methods to evaluate the outcomes.
- PTA meetings and alumni gatherings are events where the college informs and assesses the programme outcomes.
- During the required orientation programs, all new students are informed of the goals and anticipated results of their program. Additionally, instruction and the provision of a thorough syllabus and course outcomes are given to students in each course, as is the course's unique evaluation plan.
- All meetings of the governing body, academic council, and staff council ensure that each teaching and learning activity is outcome-based and seek industry experts' opinions to improve the quality.
- Semester activity plans by departments are prepared based on POs, and students participate in the activities from planning to implementation.
- The pass percentage and the creative productions of the students are clear examples of attainment of the outcomes.

<b>File Description</b>	<b>Document</b>
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**2.6.2**

*Attainment of POs and COs are evaluated.*

**Explain with evidence in a maximum of 500 words**

**Response:**

The institution evaluates the attainment of programme and course outcomes through various methods, including test papers, quizzes, case analysis, practicals, research projects, problem-based assignments, paper presentations, seminars, theme-based subject-related exhibitions, film festivals, lecture series, and industrial visits. Each course has its own course outcomes linked to program-specific outcomes. The continuous evaluation of students' progress is done based on the scores obtained in assignments and model examinations.

The attainment of COs are evaluated using direct and indirect methods with a weightage of 70 and 30 respectively.

**Direct Assessment method**

**Continuous Assessment:** Attainment of the COs are assessed through Internal Examinations in which questions/tasks are set based on Outcomes of the course. The marks secured for each CO by each student is identified and the class average for each CO is calculated. The direct assessment carries a weightage of 70. Hence the Total of the averages is multiplied by 70 to find the Outcome score of the direct assessment.

**Indirect Assessment Method**

**Course-Exit Survey:** A survey is conducted at the end of each course (semester end) to understand the students perspective of Outcome attainments. Each student marks their level of attainment of each CO on a 5 point scale. The average attainment rate of each CO is calculated from the students' responses. The marks secured for each CO by each student is identified and the class average for each CO is calculated. The indirect assessment carries a weightage of 30. Hence the Total of the averages is multiplied by 30 to find the Outcome score of the indirect assessment.

The Outcome scores of the direct and indirect assessments are added together to get the final Outcome score of the class. The Outcome attainment level is determined based on the reference values specified in the table given below.

Threshold Percentage of Class Average (T)	Attainment Level
$T > 80 \%$	5
$60 < T < 80 \%$	4
$40 < T < 60 \%$	3
$20 < T < 40 \%$	2
$T < 20 \%$	1

CO attainment directly adds to the attainment of the PSOs and POs mapped to it.

**PO attainment:** Indirect attainment of programme outcomes is mainly based on the Alumni Survey and employer survey. All these surveys use a detailed questionnaire to relate all programme outcomes for analysis.

- During the workshops and live demo sessions for practical courses, the faculty, who are industry experts, assess students' performance and measure the attainment of outcomes based on their years of experience and professionalism.
- The analysis of campus placements of students to their respective areas of study represents the attainment of programme outcomes.
- The POs are attained by alumni through their achievements. Since SJCC offers more multimedia and animation programmes, the students who have taken careers as filmmakers, animators, cinematographers, editors, graphic designers, and VFX artists have attained the programme outcomes by creating their work.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 2.6.3

#### Pass percentage of Students during last five years (excluding backlog students)

**Response:** 77.1

##### 2.6.3.1 Number of final year students who passed the university examination year wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
294	260	193	181	163

##### 2.6.3.2 Number of final year students who appeared for the university examination year-wise during the last five years

2022-23	2021-22	2020-21	2019-20	2018-19
397	321	261	217	219



<b>File Description</b>	<b>Document</b>
Institutional data in the prescribed format	<a href="#">View Document</a>
Certified report from Controller Examination of the affiliating university indicating pass percentage of students of the final year (final semester) eligible for the degree programwise / year-wise.	<a href="#">View Document</a>
Annual report of controller of Examinations(COE) highlighting the pass percentage of final year students	<a href="#">View Document</a>

## 2.7 Student Satisfaction Survey

### 2.7.1

**Online student satisfaction survey regarding teaching learning process**

**Response: 3.51**

<b>File Description</b>	<b>Document</b>
Upload database of all students on roll as per data template	<a href="#">View Document</a>

## Criterion 3 - Research, Innovations and Extension

### 3.1 Resource Mobilization for Research

#### 3.1.1

*Grants received from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)*

**Response:** 0

**3.1.1.1 Total Grants from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)**

2022-23	2021-22	2020-21	2019-20	2018-19
0	0	0	0	0

#### File Description

#### Document

Upload supporting document

[View Document](#)

Institutional data in the prescribed format

[View Document](#)

### 3.2 Innovation Ecosystem

#### 3.2.1

**Institution has created an ecosystem for innovations, Indian Knowledge System (IKS), including awareness about IPR, establishment of IPR cell, Incubation centre and other initiatives for the creation and transfer of knowledge/technology and the outcomes of the same are evident**

**Response:**

SJCC has established a robust ecosystem for fostering innovations by establishing an incubation centre and also by integrating the Indian Knowledge System (IKS) and raising awareness about Intellectual Property Rights (IPR). The outcomes of these initiatives have significantly contributed to the holistic development of our students.

**Incubation Centre** - The centre established in October 2022 conducts training for student entrepreneurs and collaborates with the Kerala State Government on the Young Innovators Programme (YIP) to offer workshops on innovation. Startups incubated at SJCC, such as Mosaic Myth Studios, Visionary Visuals, Volshauz, and Media Park, have shown remarkable progress, creating employment opportunities and contributing to the local economy.

These companies focus on design and creation of advertisements and branding of products and services.

They also provide digital marketing service to small and medium scale business. This initiative has allowed students to earn while they learn, further enhancing their practical skills and business acumen. The incubation centre promotes a four-step process for innovation -

- Idea generation over a concept
- Idea transferred to a design
- The design is made into a product
- Product testing.

This comprehensive support system has enabled start-ups to flourish, providing them with the necessary resources, mentorship, and networking opportunities to succeed.

Three cells namely, **Technology Development Cell, Entrepreneurship Development Club and IPR Cell** have been formed to work together under the incubation centre to create a comprehensive ecosystem to support the growth and success of start-ups. A **Centre for AI** has been established to explore the possibilities of utilising and developing AI based tools in media production, broadcast and usage.

**Indian Knowledge System (IKS)** - SJCC has actively incorporated the Indian Knowledge System into its curriculum.

Topics like Indian Epics, Art in Indian Civilisation, Natyasastra, Indian Art and Temple Architecture and Indian Mural Paintings and natural pigment making techniques, Vastusastra, Tachu Sastra, Tantra Samuchaya and Silpa Ratna are taught as part of Art and Visual Perception and History of Art and Design. Indian Aesthetics is also taught to all MA students as part of Introduction to Art Theory and Criticism.

SJCC also offers workshops on Vedic Maths, Vastu Sastra, and traditional Indian performance art forms such as Chakyar Koothu and Pavakkoothu. Moreover, an actively functioning Yoga Club conducts seminars and practice sessions on Yoga.

**Intellectual Property Rights (IPR)** - SJCC has placed a significant emphasis on creating awareness about Intellectual Property Rights among its students and faculty. The IPR Cell regularly organises workshops, seminars, and training sessions to educate stakeholders on the importance of protecting intellectual property. IPR education is also embedded in the postgraduate curriculum through the courses Ethics and Laws for Media and Entrepreneurship Development and Project Management. As a result, participants have gained a thorough understanding of various aspects of IPR, including patents, trademarks, copyrights, and the legalities involved in protecting intellectual property.

**Outcomes and Impact** - SJCC's comprehensive ecosystem for innovations and IKS has yielded significant positive outcomes. The integration of IKS has enriched the art and design works and other creative productions of the students. The incubation centre has nurtured successful start-ups, fostering an entrepreneurial spirit among students and contributing to economic growth. Inspired by the activities of the ED club many students have come up with their own successful business ventures like Foxeye Media, Audio Miqueas, Toks Entreprise etc.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**3.2.2**

*Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years*

**Response:** 63

**3.2.2.1 Total number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year wise during last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
29	15	2	10	7

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

**3.3 Research Publications and Awards****3.3.1**

**Number of research papers published per teacher in the Journals notified on UGC care list during the last five years**

**Response:** 0

**3.3.1.1 Number of research papers in the Journals notified on UGC CARE list year wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
0	0	0	0	0

File Description	Document
Institutional data in the prescribed format	<a href="#">View Document</a>

### 3.3.2

**Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years**

**Response:** 0.03

**3.3.2.1 Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
1	1	0	0	0

File Description	Document
List of chapter/book along with the links redirecting to the source website	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Copy of the Cover page, content page and first page of the publication indicating ISBN number and year of publication for books/chapters	<a href="#">View Document</a>

## 3.4 Extension Activities

### 3.4.1

**Outcomes of Extension activities in the neighborhood community in terms of impact and sensitizing the students to social issues for their holistic development during the last five years.**

**Response:**

The outcomes of the extension activities conducted by SJCC in the neighborhood have been diverse and far-reaching, benefiting both the students and the local community, specifically in the context of a media college with its own radio-**Radio Media Village 90.8 FM** with approximately 5 Lakh listeners within a geographical radius of 15-20 kilometers and YouTube channel- **MVTV** with 52.1K subscribers. Eight initiatives of SJCC were identified to have a significant impact on society, while also sensitizing students towards social issues

**Awareness films and documentaries:** The three road safety awareness videos produced by SJCC have

spread awareness among the masses on the dangers of drunken driving, the significance of wearing a seatbelt and the importance of the use of dim light. The productions of SJCC- 2019 video on “Sabarimala pilgrimage facilities for senior pilgrims” as per the request of the Pathanamthitta Collector Mr.P.B.Nooh IAS, and 2021 documentary on extreme poverty identification as designated by Kottayam Collector Dr. P.K. Jayashree IAS boosted social awareness and promoted community initiatives for poverty alleviation, benefiting the government and enhancing regional actions.

**Eco-friendly projects:** SJCC and our Radio promote eco-friendly programs like waste disposal awareness, "Go Green" concepts, alternative energy sources, rainwater harvesting, organic and fish farming, benefiting the community and environment for social and environmental sustainability.

**Fostering budding talents:** SJCC, with its radio, hosts painting, and cultural programs designed for school children, boosting their talents and creativity, leading to local youth's overall development.

**Charitable response to the basic needs of the underprivileged:** The people of Wayanad and Malappuram were greatly benefitted through the Flood/Landslide relief efforts in 2018 conducted by SJCC Volunteers. SJCC organized relief camps, provided food, water, and medical aid to the affected people. Specifically, a total of 375 persons were able to receive aid and support during this time. Additionally, they collaborated with charitable organizations to serve food to residents of old age homes, ensuring the basic needs of the underprivileged are met.

**Promoting civic sense and patriotism among students:** SJCC's Independence Day event honors ex-servicemen by inviting them to share their experiences, while the radio's patriotic song competition targets the youth, aiming to instill civic values and a sense of patriotism.

**Sensitizing issues of local community:** SJCC organizes community programs, such as anti-drug awareness, and hosts a monthly radio show with the MLA addressing local concerns and proposing solutions. Another initiative, "Janakeeya Sadassu,"our Radio engages locals and local officials in discussing local issues and finding solutions, aiming to raise officials' awareness of community challenges and queries were heard and solved/addressed during this event.

**Promoting local culture, art, and traditions:** SJCC helps participants by hosting and organizing art exhibitions, exhibitions showcasing Khadi products, coordinating the "Athachamayam" procession in collaboration with nearby local bodies during Onam festival, promoting traditional art forms such as Pulikali, Kavadiyattom, Thiruvathira, etc., involving students in cultural events and collaborating with local artists fostering cultural heritage preservation, gaining recognition for creative efforts, and boosting local economy through cultural tourism.

**Enrichment of Organizational Skills:** SJCC units of NSS, Rotaract Club, and Red Cross equip students with organizational skills, social leadership, and social responsibility via service activities, enhancing their overall development. For example the conduct of 7 day NSS annual camp fosters social responsibility and skills among students.

File Description	Document
Upload Additional information	<a href="#">View Document</a>

### 3.4.2

#### **Awards and recognitions received for extension activities from government / government recognised bodies**

##### **Response:**

SJCC, a leading media education institution focuses on social impact through extension activities, earning multiple national and regional awards for innovative, impactful projects.

##### **National Recognition**

SJCC's national accolades highlights its ability to address critical issues and to preserve cultural heritage. The **Ministry of Information and Broadcasting Government of India** has recognised the contribution of SJCC's community radio multiple times with National Awards for Community Radio. The college secured **first place in both the Community Engagement Category (2013) and the Sustainability Model Category (2014)**. Additionally, SJCC was recognized with a **second-place in the Thematic Category (2015)** and the **Most Creative Innovative Category (2018)**. In 2019, the college secured **third place in the "Promoting Local Culture"** category. These awards signify SJCC's commitment to excellence in radio broadcasting and its contributions to the community.

In 2023, SJCC initiative MV Cinemas, produced and directed the anti-drug movie titled "Balloons", which won accolades at international film festivals, demonstrating its global impact. It bagged the **Best Cause Driven Film Award at the CANNES WORLD FILM FESTIVAL** in France (2023), solidifying its global impact. Additionally, the film received the **Outstanding Achievement Award at the Microfilm INDIE Short Fest in Los Angeles**. These accolades demonstrate the effectiveness of "Balloons" in raising awareness about the devastating consequences of drug abuse.

##### **Regional Recognition: Pepper Awards**

The college has consistently impressed juries at the prestigious Pepper Awards, a regional recognition (South India) platform for excellence in media and communication.

In 2019, SJCC secured a double win. The documentary film "Oru Chakka Katha" not only received a **Bronze Pepper Award** but also earned the coveted **State Award for Second Best Documentary given by Farm Information Bureau, Govt. of Kerala**. Additionally, the film "Oru Naadinte Hridayathaalam" bagged a **Gold Pepper Award** in the "Cyber-Signature Film" category, showcasing SJCC's expertise in crafting impactful digital content.

The college continued its winning streak in **2021**, securing both **Silver and Bronze Pepper Awards** for "90.8 Radio Media Village" in the "Radio-In house Program Promos" category which recognizes our dedication towards innovative radio programming.

In **2022** again the college won a **Silver Pepper Award** for a film project and a **Bronze Pepper Award** for a "Cyber/Digital Social Media Video" which solidifies SJCC's position as a frontrunner in creating engaging and impactful visual media.

**Recognition from State Government:** The Government of Kerala recognized our expertise by giving us two projects- a short film named “Sudarsanam -Sabarimala pilgrimage facilities for senior pilgrims” in 2019 as per the request of the Pathanamthitta Collector Mr.P.B. Nooh, and in 2021 a documentary on extreme poverty identification for Kottayam district administration for promoting community initiatives for poverty alleviation, benefiting the government and enhancing regional actions. SJCC's impressive collection of national and regional awards serves as a testament to its commitment to excellence in media education and social outreach thereby empowering students to become responsible communicators who can make a positive impact on society.

In addition to the above, the faculty, students and alumni of SJCC have bagged numerous awards including state and national film awards for their creative productions for social uplift. For instance, SJCC students secured the first three awards for an awareness short film competition conducted by the National Health Mission on the topic Mental Health and Depression.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 3.4.3

*Number of extension and outreach programs conducted by the institution through organized forums including NSS/NCC with involvement of community during the last five years.*

**Response:** 46

**3.4.3.1 Number of extension and outreach Programs conducted in collaboration with industry, community, and Non- Government Organizations through NSS/ NCC etc., year wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
20	7	3	7	9



<b>File Description</b>	<b>Document</b>
Photographs and any other supporting document of relevance should have proper captions and dates.	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Detailed report for each extension and outreach program to be made available, with specific mention of number of students participated and the details of the collaborating agency	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 3.5 Collaboration

#### 3.5.1

*Number of functional MoUs/linkages with institutions/ industries in India and abroad for internship, on-the-job training, project work, student / faculty exchange and collaborative research during the last five years.*

**Response:** 30

<b>File Description</b>	<b>Document</b>
Summary of the functional MoUs/linkage/collaboration indicating start date, end date, nature of collaboration etc.	<a href="#">View Document</a>
List of year wise activities and exchange should be provided	<a href="#">View Document</a>
List and Copies of documents indicating the functional MoUs/linkage/collaborations activity-wise and year-wise	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

## Criterion 4 - Infrastructure and Learning Resources

### 4.1 Physical Facilities

#### 4.1.1

The Institution has adequate infrastructure and other facilities for,

- teaching – learning, viz., classrooms, laboratories, computing equipment etc
- ICT – enabled facilities such as smart class, LMS etc.

Facilities for Cultural and sports activities, yoga centre, games (indoor and outdoor), Gymnasium, auditorium etc (Describe the adequacy of facilities in maximum of 500 words.)

#### Response:

SJCC offers top-notch facilities for a holistic education approach to seamlessly blend academics with extra-curricular activities.

#### *Teaching-Learning*

##### 1. ICT-enabled Classrooms

Embodying a commitment to modern education, we feature 45 digitized classrooms. Each room is equipped with computer, projector, and speakers, fostering interactive and dynamic learning atmosphere. Wi-Fi support and LCD projectors enhance teaching effectiveness.

##### 2. Seminar Hall & Conference Hall

Our air-conditioned Seminar Hall with a seating of 200 can host workshops, seminars, and club meetings, while the Conference Hall (400 sq. ft.) facilitates discussions and debates. Equipped with ICT facilities and a smart TV, these spaces ensure seamless audio-visual presentations.

##### 3. Exam Hall (200 Seats) & Two Viva Rooms

Dedicated spaces cater to the academic evaluation process, providing a conducive environment for exams and viva voce sessions.

#### *Experiential Learning*

Our commitment to quality training is evident in purpose-built studios and facilities

##### 1. Four Green Matte Studios

Tailored for BA Animation and Visual Effects, these studios facilitate advanced video production with green backgrounds, allowing for advanced visual effects.

##### 2. Four Audio Studios

With 4 audio studios, including Dolby Atmos and Foley Studios, students in BA Audiography and Digital Editing delve into immersive sound production.

### **3. Creative Spaces**

Purpose-built spaces for Sculpture Studio, Stop Motion Studio, Photography Studio, Television Studio Floor, Drawing Halls & Computer Labs, Commerce Lab, 2D Animation Studio & AR VR Studio cater to the creative needs of Visual Arts, Animation & media students, providing hands-on learning. The college provides more than two hundred computers for academic purposes.

### **4. MV Cinemas**

A state-of-the-art movie theatre with a seating capacity of 235 enhances the cinematic experience for our students.

### **5. 90.8 Radio FM Station**

As the first community radio service in Kottayam district, it offers hands-on experience in radio program conception, recording, editing, and telecasting.

### **6. Incubation Centre**

The college has a dedicated space of 420 Sq. ft. for fostering innovation and supporting student start-ups and government projects.

### **7. Central Instrumentation Facility**

The central instrumentation facility of the college has 21 still cameras and 15 video cameras, microphones, recording devices, and lighting equipment for indoor and outdoor shooting purposes.

### ***Cultural & Sports Activities***

Our commitment to holistic development extends beyond academics:

#### **1. Gymnasium**

Fully-equipped multi-gym featuring Treadmill, Chest fly machine, Bench Press, Inclined Bench Press Battle ropes, Kettle Bells, Abroller, Crossover etc. for promoting physical fitness and well-being of faculty and students.

#### **2. Playground, Sports Courts**

Facilities for sports and games including football, volleyball, basketball, and badminton foster teamwork and a spirit of healthy competition. There are also facilities for indoor games like caroms, chess and table tennis.

#### **3. Open Auditorium, Exhibition Halls**

Cultural activities find a stage in the open auditorium (400 seats), while exhibition halls showcase student talents.

#### 4. Open Space in Hostel for Yoga

A dedicated space for yoga within the hostel encourages students to maintain mental and emotional well-being.

#### *Learning Management System (LMS)*

Our college employs Google Classroom and Zoom platforms for assignments and submissions. The Student App provides real-time insights into attendance and internal marks, fostering accountability and transparency.

#### *Students Welfare*

The college has a dedicated student welfare office and the following facilities

1. Counselling Centre
2. Canteen & Cafeteria with Eat Right Certification by FSSAI
3. Sick Room
4. Disabled Friendly Campus
5. Separate Offices for PRO, HRM and Placement
6. Hostel (200 intake)

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

#### 4.1.2

*Percentage of expenditure for infrastructure development and augmentation excluding salary during the last five years*

**Response:** 17.91

**4.1.2.1 Expenditure for infrastructure development and augmentation, excluding salary year wise during last five years (INR in lakhs)**

2022-23	2021-22	2020-21	2019-20	2018-19
60.48	50.79	6.77	144.98	158.05

  

File Description	Document
Institutional data in the prescribed format	<a href="#">View Document</a>
Audited income and expenditure statement of the institution to be signed by CA for and counter signed by the competent authority (relevant expenditure claimed for infrastructure augmentation should be clearly highlighted)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 4.2 Library as a Learning Resource

### 4.2.1

*Library is automated with digital facilities using Integrated Library Management System (ILMS), adequate subscriptions to e-resources and journals are made. The library is optimally used by the faculty and students*

#### Response:

SJCC has a full-fledged library developed incrementally ever since its beginning. Currently, the college library operation is **automated** through a leading open-source software 'Integrated Library Management System'

- Koha version: 19.05.12
- MariaDB version 10.4
- Library services fully automated in the year 2020

It executes core areas of library operations such as:

- Inventory management (Cataloguing, acquisition, indexing),
- Barcode of books, journals and documents,
- Online Public Access Catalogue (OPAC) for searching library documents by the users,
- Membership creation,
- Circulation (Check-in/check-out, reservation),
- Periodic report generation of library transactions,
- Library Administration

#### Books

The stack section of the library houses approximately 9670 books encompassing 8,750 titles across various genres, including Animation & Design, VFX, Film & Media Studies, English Fiction, Malayalam Fiction, Biography, Commerce, and General topics. Our open stack policy allows students direct access to select books.

We have created a user-friendly consolidated catalogue for all the books based on the DDC method and the same has been indexed in the library website for easy access of the users.

We have a special area where new arrivals are displayed outside the library.

### **Periodicals & Journals**

Our reading section features 24 magazines like India Today, Indian Currents and The Week. We also subscribe to National and International journals like Asia Pacific Media Educator, Indian Journal of Finance Journal of Creative Communication etc. which are directly relevant to the courses students are studying. Additionally, the availability of newspapers keeps students informed and up-to-date.

### **Reference Books**

The library's reference section is stocked with subject-specific books, encyclopedias, dictionaries, bound volumes, and textbooks that students can utilize for immediate reference purposes.

### **Electronic Databases and Research Resources**

- The college has subscribed to the NLIST which can be accessed by all students and teachers.
  - We have a subscription to Magzter, the digital newsstand and has access to more than 7500 magazines.
  - Library is also a member of Shodhganga, where all the Ph.D. theses are uploaded
  - A QR Code is placed in the library which allows students to access previous year question papers.
  - We have a biometric device which counts the footfall in the library both of teachers and students.
- The library is optimally used by faculty and students.

### **Mediateca**

Our library functions as a digital media lab by providing access to OTT platforms like Netflix, Amazon Prime, and Hotstar. This resource is integral to our curriculum as a media college, enabling students to watch films, documentaries, docu-fictions, and music videos.

### **Free Access to Computers and Internet**

We have eight systems in the library with internet access where students can access various e-resources. Our library also offers full-time free Wi-Fi internet.

### **Quiet Study Spaces**

The library provides quiet study areas, particularly beneficial for postgraduate students engaged in research projects.

## Events and Activities

The library organizes events and competitions for students, celebrating occasions like World Reading Day and World Book and Copyright Day. We also commemorate the birthdays of renowned authors and poets, honouring individuals who have emphasized the importance of reading. Special recognition is given to students who borrow the highest number of books in an academic year.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 4.3 IT Infrastructure

### 4.3.1

**Institution frequently updates its IT facilities and provides sufficient bandwidth for internet connection**

*Describe IT facilities including Wi-Fi with date and nature of updation, available internet bandwidth within a maximum of 500 words*

#### Response:

In the ever-evolving landscape of education, our college stands as a beacon of advancement with seamless integration of technology into our academic ecosystem, boasting state-of-the-art IT facilities that cater to the dynamic needs of our major programs. With a curriculum heavily reliant on practical activities, our commitment to providing cutting-edge infrastructure is paramount.

#### *IT Facilities at a Glance*

##### 1. LCD Projectors

All our classrooms are equipped with LCD projectors (42 in number). Specifically, our **PG classrooms feature projectors with high lumens** for optimal viewing. This ensures that every presentation, lecture, or demonstration is delivered with clarity and impact.

##### 2. High-End Systems

A total of **212 high-end computers** are dedicated exclusively to academic use, supplemented by additional administrative systems. Notably, during **November 2021, a significant upgrade** was undertaken in **computer labs**, transitioning from **i5 to i9**, and in **classrooms from i5 to i7**. This strategic move aligns with emerging requirements, ensuring students are proficient in the latest software applications.

### 3. Industry Standard Software

Our commitment to academic excellence extends to the installation of industry-standard software like **Pro Tools, 3D Max, AutoCAD, Maya, Rivet, Adobe Creative Cloud**. These robust applications empower both students and faculty with tools necessary for up-to-date and in-depth learning experiences.

### 4. Smart Boards

The institution's commitment to interactive learning is exemplified by the installation of smart boards in 3 classrooms and in the conference hall in **May 2022**, fostering dynamic presentations and collaborative sessions.

### 5. CCTV Surveillance

A security system comprising **400 cameras** ensures the safety of our campus. A recent upgrade from **DVR to NVR cameras** in **February 2022** enhances surveillance capabilities, underlining our dedication to a secure learning environment.

### 6. Internet Connectivity

Ensuring uninterrupted academic activities, our institution upgraded from a 130 Mbps leased line to a **150 Mbps connection**. With dual leased lines—100 Mbps and 50 Mbps—implemented in **December 2023**, our well-equipped PCs enjoy seamless streaming. Governed by an annual agreement, renewable every December, our connectivity extends to staff rooms and classrooms through **LAN**. The network is fortified by the sophisticated **Sophos 136xG hardware firewall**, managing local networks. Additionally, a streamlined wireless connection across the campus, facilitated by a **sophisticated software controller**, guarantees an optimal online experience for staff and students.

### 7. Intranet

Our campus's connectivity backbone has evolved significantly. The transition from **copper to Optical Fiber Ring Network** leased lines in November 2021 enhances network stability. For efficient file sharing and administration, we employ **Network Attached Storage (NAS) systems, supported by RAID 5 backup**. The adoption of **File Transfer Protocol (FTP)** further streamlines information exchange.

#### *System Administration and Support*

All these facilities are centralized and managed in a dedicated **server room by Trained system admin** for ensuring a smooth technological experience throughout the campus.

In conclusion, our college's commitment to providing top-notch IT facilities reflects our dedication to preparing students for the demands of the modern world. The continuous upgrades, strategic installations, and robust support systems ensure that our institution remains at the forefront of technological integration in education.



File Description	Document
Upload Additional information	<a href="#">View Document</a>

**4.3.2**

**Student – Computer ratio (Data for the latest completed academic year)**

**Response:** 4.88

**4.3.2.1 Number of computers available for students usage during the latest completed academic year:**

Response: 210

File Description	Document
Purchased Bills/Copies highlighting the number of computers purchased	<a href="#">View Document</a>
Extracts stock register/ highlighting the computers issued to respective departments for student's usage.	<a href="#">View Document</a>

**4.4 Maintenance of Campus Infrastructure****4.4.1**

*Percentage expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component, during the last five years (INR in Lakhs)*

**Response:** 7.66

**4.4.1.1 Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year wise during the last five years (INR in lakhs)**

2022-23	2021-22	2020-21	2019-20	2018-19
55.24	42.82	18.57	38.07	25.31

<b>File Description</b>	<b>Document</b>
Institutional data in the prescribed format	<a href="#">View Document</a>
Audited income and expenditure statement of the institution to be signed by CA for and counter signed by the competent authority (relevant expenditure claimed for maintenance of infrastructure should be clearly highlighted)	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## Criterion 5 - Student Support and Progression

### 5.1 Student Support

#### 5.1.1

*Percentage of students benefited by scholarships and freeships provided by the institution, government and non-government bodies, industries, individuals, philanthropists during the last five years*

**Response:** 0.63

**5.1.1.1 Number of students benefited by scholarships and freeships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
4	3	14	7	0

#### File Description

#### Document

Year-wise list of beneficiary students in each scheme duly signed by the competent authority.

[View Document](#)

Upload Sanction letter of scholarship and free ships (along with English translated version if it is in regional language).

[View Document](#)

Upload policy document of the HEI for award of scholarship and freeships.

[View Document](#)

Institutional data in the prescribed format

[View Document](#)

Provide Links for any other relevant document to support the claim (if any)

[View Document](#)

#### 5.1.2

*Following capacity development and skills enhancement activities are organised for improving students' capability*

- 1. Soft skills*
- 2. Language and communication skills*
- 3. Life skills (Yoga, physical fitness, health and hygiene)*
- 4. ICT/computing skills*

**Response:** A. All of the above

File Description	Document
Report with photographs on Programmes /activities conducted to enhance soft skills, Language and communication skills, and Life skills (Yoga, physical fitness, health and hygiene, self-employment and entrepreneurial skills)	<a href="#">View Document</a>
Report with photographs on ICT/computing skills enhancement programs	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 5.1.3

**Percentage of students benefitted by guidance for competitive examinations and career counseling offered by the Institution during the last five years**

**Response:** 60.54

**5.1.3.1 Number of students benefitted by guidance for competitive examinations and career counselling offered by the institution year wise during last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
958	430	451	208	629

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

### 5.1.4

***The institution adopts the following for redressal of student grievances including sexual harassment and ragging cases***

- 1.Implementation of guidelines of statutory/regulatory bodies**
- 2.Organisation wide awareness and undertakings on policies with zero tolerance**
- 3.Mechanisms for submission of online/offline students' grievances**
- 4.Timely redressal of the grievances through appropriate committees**

**Response:** B. 3 of the above

<b>File Description</b>	<b>Document</b>
Proof w.r.t Organisation wide awareness and undertakings on policies with zero tolerance	<a href="#">View Document</a>
Proof related to Mechanisms for submission of online/offline students' grievances	<a href="#">View Document</a>
Proof for Implementation of guidelines of statutory/regulatory bodies	<a href="#">View Document</a>
Details of statutory/regulatory Committees (to be notified in institutional website also)	<a href="#">View Document</a>
Annual report of the committee motioning the activities and number of grievances redressed to prove timely redressal of the grievances	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 5.2 Student Progression

### 5.2.1

**Percentage of placement of outgoing students and students progressing to higher education during the last five years**

**Response:** 68.19

**5.2.1.1 Number of outgoing students placed and / or progressed to higher education year wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
209	182	124	110	119

**5.2.1.2 Number of outgoing students year wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
294	260	193	181	163

<b>File Description</b>	<b>Document</b>
Number and List of students placed along with placement details such as name of the company, compensation, etc and links to Placement order(the above list should be available on institutional website)	<a href="#">View Document</a>
List of students progressing for Higher Education, with details of program and institution that they are/have enrolled along with links to proof of continuation in higher education.(the above list should be available on institutional website)	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

### 5.2.2

*Percentage of students qualifying in state/national/ international level examinations during the last five years*

**Response:** 6.63

**5.2.2.1 Number of students qualifying in state/ national/ international level examinations year wise during last five years (eg: IIT/JAM/NET/SLET/GATE/GMAT/GPAT/CLAT/CAT/ GRE/TOEFL/ IELTS/Civil Services/State government examinations etc.)**

2022-23	2021-22	2020-21	2019-20	2018-19
10	3	6	3	1

<b>File Description</b>	<b>Document</b>
List of students qualified year wise under each category and links to Qualifying Certificates of the students taking the examination	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

## 5.3 Student Participation and Activities

### 5.3.1

**Number of awards/medals for outstanding performance in sports/ cultural activities at University / state/ national / international level (award for a team event should be counted as one) during the last five years**

**Response: 4**

**5.3.1.1 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 wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
0	3	0	1	0

File Description	Document
Upload supporting document	<a href="#">View Document</a>
list and links to e-copies of award letters and certificates	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

**5.3.2**

**Average number of sports and cultural programs in which students of the Institution participated during last five years (organised by the institution/other institutions)**

**Response: 12.8**

**5.3.2.1 Number of sports and cultural programs in which students of the Institution participated year wise during last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
23	10	6	15	10

File Description	Document
Upload supporting document	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>

**5.4 Alumni Engagement****5.4.1**

**There is a registered Alumni Association that contributes significantly to the development of the institution through financial and/or other support services**

## **Response:**

Though very young with only two decades of service, SJCC has produced a vast pool of alumni who contribute significantly to the evolution and development of media and some of them have bagged state and national awards in film and media.

The St. Joseph College of Communication Alumni Association (SJCCian) has been an integral part of the institution since its inception in 2013. Officially registered as KTM/TC/150/2023 on June 21, 2023, under the Travancore-Cochin Literary, Scientific, and Charitable Societies Registration Act of 1955, the association has played a pivotal role in fostering a strong connection between the alumni and their alma mater. The SJCCian contributes to the college's development through financial support and other essential services in various ways.

## **Office Bearers and Notable Initiatives**

The SJCC Alumni Association is led by dedicated office bearers, including the President, the Secretary, and the Treasurer. Their roles contribute to the smooth functioning and growth of the association. Periodic interactions between SJCC alumni and students are essential for fostering inspiration and knowledge sharing. Faculty members ensure that these interactions are well-informed and scheduled in advance, allowing students to learn from the success stories of their alumni both directly and through various media channels.

## **Financial Contributions**

The SJCCian's dedication to the college's growth and development is evident in their financial support. In the 2022-2023 financial year, alumni contributed Rs. 213,000/-, showcasing their commitment. The following year (2023-2024) witnessed an impressive increase, with a contribution of Rs. 269,000/-. This consistent financial backing underscores the alumni's ongoing commitment to the college's progress and development.

## **Addon Courses: Enriching Education**

SJCC alumni actively engage with current students by offering addon courses, dedicating 30 hours to share their knowledge. Prominent alumni like Mr. Jithin Tharakan (Media Management), Mr. Joseph Augustine and Mr. Reeko N.J (UI/UX Design), along with faculty members, contribute significantly to these immersive learning experiences. These addon courses enrich the educational experience of students, providing them with valuable insights into various aspects of communication, design and media studies.

## **Seminars and Workshops: Real-world Insights**

The college organizes seminars and workshops featuring prominent alumni who have made significant strides in their respective fields. These events provide students with valuable insights from accomplished professionals, such as Mr. Vishnuraj (VFX Artist), Mr. Abhijith Joseph (Film Director), Mr. Arjun Sundaresan (Renowned Youtuber), Paul Mathew (Ad Film Maker) Binal K Babujiand (Ad Film Maker) Mr. Neil D'Cunha (Cinematographer). These platforms encourage students to learn from the experiences of successful alumni and help them navigate their career paths more effectively.



**Internships and Placements: Bridging Academia with Industry**

The SJCCian plays a crucial role in facilitating internships and placements for students through Memorandum of Understanding (MOUs) with firms owned by alumni. Collaborations with these firms, provide students with hands-on experiences and promising career prospects. This bridge between academia and industry ensures that students are well-prepared for their professional lives and have access to opportunities that can help them.

**Unique initiative by the SJCC Alumni Association**

A unique initiative by the SJCC Alumni Association is the student sponsorship program, where some alumni support the studies of economically weak but highly talented students in design and media studies. This initiative demonstrates the association's commitment to giving back to the institution and nurturing future generations of communicators and professionals.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## Criterion 6 - Governance, Leadership and Management

### 6.1 Institutional Vision and Leadership

#### 6.1.1

*The institutional governance and leadership are in accordance with the vision and mission of the Institution and it is visible in various institutional practices such as NEP implementation, sustained institutional growth, decentralization, participation in the institutional governance and in their short term and long term Institutional Perspective Plan.*

#### Response:

SJCC is a Christian minority institution established in 2004 with the objective of instilling ethical principles and values that can guide media training, usage and production. Realizing the paramount significance of media on the personal and social life, owing to the emergence of digital technology, the Archdiocese of Changanassery came up with novel initiative of establishing the first of its kind media college in the state with the stated vision of **Transforming Media for a Wholesome World**. By training and moulding the future media professionals with integrity and creating value based media content SJCC actualizes its vision.

All the curricular and co-curricular activities of the college are centered on fulfilling the stated vision. The faculty and students of the college are also committed to the vision and mission of the institution.

#### Sustained Institutional Growth

The college that started with two programmes, now runs eight UG and five PG programmes due to its committed and visionary leadership of the management. Along with media training and education the college has also developed its own media outlets like 90.8 Radio Media Village and MVTV even to the extent of producing media content for the government, university and the public.

The physical and IT infrastructure of the college also have grown significantly with more buildings, studios, theatre, computers and state of the art facilities. The management has been successful in ensuring the academic services of expert faculty with industry experience.

The college also has achieved self-sustaining financial stability thanks to the meticulous planning and execution of the administration.

The management also has set strategic goals and long term and short term perspective plans.

**NEP Implementation:** SJCC, an educational institution with a focus on outcome-based education, has been proactive in implementing this approach even before the launch of the NEP 2020. This is mainly due to the skill based nature of our courses, which are predominantly practical and project-based (65%), with the remaining 35% being theory-based. It is noteworthy that SJCC took a lead role in designing and drafting the NEP based curriculum for the FYUGP programmes of the affiliating university and broadcast an awareness session for the public through our Community Radio and MVTV.

#### Decentralised Governance

SJCC operates through a decentralized and participatory system in alignment with its vision, mission, and policies. Each year, comprehensive action plans and budgets are developed, integrating inputs from the management, administration, departments, clubs, and forums before the academic year begins. The Archbishop of Changanassery is the patron of the college who appoints the Principal, Executive Director, and Bursar. He is also the chairman of the SJCC Trust which oversees the institution's development and improvement by defining its mission and vision. The governing body also includes members from local communities and neighbouring educational institutions' heads. The college also has an academic council consisting of external industry experts and professionals. Crucial administrative and academic decisions are made at the staff council, comprising the Principal, select staff members, and Heads of Departments. Regular department meetings, club, cell, and forum executive meetings are held for task setting and program evaluation. The IQAC works hand in hand with the management to develop a robust system that ensures the quality and excellence of the institution.

File Description	Document
Upload Additional information	<a href="#">View Document</a>

## 6.2 Strategy Development and Deployment

### 6.2.1

*The institutional perspective plan is effectively deployed and functioning of the institutional bodies is effective and efficient as visible from policies, administrative setup, appointment, service rules, and procedures, etc*

#### Response:

SJCC is committed to becoming a leading autonomous higher education institution for media studies in India by 2030, attracting students from other states and abroad. To achieve this goal, the institution has established a set of policies, procedures and structure that govern its operations in three key areas: academic, infrastructure, and administration. The governing body is responsible for approving these policies and tracking the institution's progress.

In line with our institutional strategic development plan, SJCC has introduced various programs and courses to align with national and global trends, while also catering to the local community's needs. The institution has launched new degree programs, including B. Com Finance & Taxation and B. Com Co-operation, and has got approval for B.A New Media & Journalism. To enhance student skills, SJCC has offered 27 Add on Courses, with 1587 students enrolling.

The college has successfully achieved the set target enrollment percentage for all B.A programs. To improve the teacher-student ratio, SJCC has created 10 new teaching posts. We have also organised faculty development programs as per our college's strategic plan. Notably, our students' pass percentage has been maintained above 70%.

The institution has made significant contributions through book publications, extension activities, and partnerships with various organisations. The faculty has published 7 books, and the institution has

expanded its extension activities to 42 programs in the surrounding community. Additionally, we have forged partnerships with 30 organisations through MoUs.

For the smooth and effective functioning the college has formulated 27 policies under 3 broad categories: Academic (5), Administration (11), Infrastructure and Student Support (11). The day to day administration of the college is fully in consonance with these policies. Various statutory committees have been formed to oversee and coordinate their implementation.

The principal is the administrative head of the institution and is assisted by the executive director, the bursar and the vice principal. The academic and administrative affairs of each department are led by the heads of the departments with the assistance of department secretaries and programme coordinators.

The college has a structured administrative set up comprising of the college office, library, administrative and support staff. The faculty appointments are based on qualification, merit and experience through clearly stated norms and procedures. The requirements are published on the website, newspaper and social media platforms, followed by interviews. The final selection is made by the governing body from among the shortlisted candidates. A newly appointed staff has to agree to a bond to serve the college for a year to ensure the continuity of the teaching process. All the newly joined staff will have an induction programme that explains the mission and vision, work culture and values of SJCC. Induction programmes will be conducted at regular intervals that are organized by the HR. Promotion to the higher grades is performance-based related to self-appraisal reports, student feedback, HOD/Principal's report and accomplishment of tasks entrusted. All regular staff members receive their salary through their bank account on or before the last day of the calendar month. If the last calendar day is a bank holiday, then the salary will be credited to the staff account on the next working day. The college has clearly defined service rules for teaching and nonteaching staff including pay and allowances, various types of leaves, promotions and retirement.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Institutional perspective Plan and deployment documents on the website	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 6.2.2

### *Institution implements e-governance in its operations*

- 1. Administration**
- 2. Finance and Accounts**
- 3. Student Admission and Support**
- 4. Examination**

**Response:** A. All of the above

File Description	Document
Screen shots of user interfaces of each module reflecting the name of the HEI	<a href="#">View Document</a>
Institutional expenditure statements for the budget heads of e-governance implementation ERP Document	<a href="#">View Document</a>
Annual e-governance report approved by the Governing Council/ Board of Management/ Syndicate Policy document on e-governance	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 6.3 Faculty Empowerment Strategies

#### 6.3.1

**The institution has performance appraisal system, effective welfare measures for teaching and non-teaching staff and avenues for career development/progression**

**Response:**

SJCC has implemented a comprehensive **system to assess the performance** of both teaching and non-teaching members of the staff annually, with the aim of enhancing their quality. This evaluation process involves multiple steps and components to ensure a fair and thorough assessment.

**Feedback of teachers by students:** In order to evaluate the quality of the teaching staff, the students are asked to give feedback about their teachers. After analysing the feedback report given by the students, the Principal provides suggestions for improvement to the faculty members confidentially.

**Self-Appraisal by teaching staff:** Every teacher is required to submit the self-appraisal form which records the annual performance of teachers which include curricular, co-curricular, extra-curricular activities and research and academic contributions. The self-appraisal form, which is the basic requirement for their career advancement, is then reviewed by the Principal and the IQAC.

**Self-Appraisal by non-teaching staff:** The IQAC collects self-appraisal forms from non-teaching staff to evaluate their performance, major indicators being efficiency and time bound completion of tasks assigned to them.

**Career Development:** The teachers are encouraged to attend FDPs and other training programmes and the management has decided to give financial incentives to teachers who publish papers and an increment of Rs. 5000/- in their monthly salary on completion of Ph.D.

**Review by the IQAC Core Committee:** It reviews the performance of teachers by regularly taking feedback from the students and reporting it to the Principal.

In a Self-Financing System, SJCC focuses on employee satisfaction by implementing various **welfare measures** which are explicitly mentioned in the HR Policy. These benefits include:

**Financial Assistance:** The Staff Welfare Fund offers support during emergencies, while other financial benefits include travel assistance for attending seminars/workshops, research publication aid, and Christmas allowance. A total of Rs 472861 was given to the staff during the last five years to help them in their personal emergencies.

**Loan Facilities:** The institution provides staff with advance salary schemes and loan facilities for purchasing academic-related electronic gadgets like laptops, graphic tablets etc. More than 50 percent of the staff have benefitted from this scheme during the last five years. The terms are staff-friendly and less rigid.

**Medical Assistance:** All employees of the institution are provided with medical insurance either through ESI or through a group health insurance policy by which an employee can avail inpatient treatment for a maximum of 3 lakhs per year.

**Retirement Benefits:** Retiring staff are recognized with retirement parties, appreciation tokens, and benefits such as Provident Fund, gratuity.

**Leaves:** The institution offers various types of leaves, including maternity leave as per government norms, medical leave with full salary, Casual, Compassionate, Compensatory, duty leaves are also made available and leaves for study purposes.

**Freebies:** Staff enjoy free Wi-Fi on campus, domain email addresses, free uniforms for supporting staff and security, fee waivers for their children studying at the institution, and subsidised food and refreshments from the canteen.

To further promote a supportive and positive work environment, the institution organises staff recreational facilities such as celebrating festivals, staff day, family get-togethers for Christmas, staff tours, and gymnasium access for staff fitness. By providing these benefits and facilities, SJCC ensures a supportive and positive work environment for its staff.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**6.3.2**

**Percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years**

**Response:** 0.77

**6.3.2.1 Number of teachers provided with financial support to attend conferences/workshops and**

**towards membership fee of professional bodies year wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
0	0	0	2	0

File Description	Document
Policy document on providing financial support to teachers	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Copy of letter/s indicating financial assistance to teachers and list of teachers receiving financial support year-wise under each head.	<a href="#">View Document</a>
Audited statement of account highlighting the financial support to teachers to attend conferences / workshops and towards membership fee for professional bodies	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

**6.3.3**

*Percentage of teaching and non-teaching staff participating in Faculty development Programmes (FDP), Management Development Programmes (MDPs) professional development /administrative training programs during the last five years*

**Response:** 54.89

**6.3.3.1 Total number of teaching and non-teaching staff participating in Faculty development Programmes (FDP), Management Development Programmes (MDPs) professional development /administrative training programs during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
55	57	51	44	40

**6.3.3.2 Number of non-teaching staff year wise during the last five years**

2022-23	2021-22	2020-21	2019-20	2018-19
45	37	35	37	37

  

File Description	Document
Refresher course/Faculty Orientation or other programmes as per UGC/AICTE stipulated periods, as participated by teachers year-wise.	<a href="#">View Document</a>
Institutional data in the prescribed format	<a href="#">View Document</a>
Copy of the certificates of the program attended by teachers.	<a href="#">View Document</a>
Annual reports highlighting the programmes undertaken by the teachers	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

## 6.4 Financial Management and Resource Mobilization

### 6.4.1

**Institution has strategies for mobilization and optimal utilization of resources and funds from various sources (government/ nongovernment organizations) and it conducts financial audits regularly (internal and external)**

#### Response:

SJCC has established a robust system to maintain financial accountability and ensure efficient utilisation of resources. The college has established a finance committee to oversee the implementation of institutional strategies and ensure optimal resource utilisation. This committee closely monitors and manages revenue streams and works closely with the finance team to prepare the budget for each academic year. The budget, prepared in March before the start of the financial year, allocates funds for proposed projects and outlines SJCC's income and expenditure.

The finance committee led by the Finance Director (Bursar), in consultation with various departments, analyses the financial requirements including funding for workshops, soft skill sessions, and orientation sessions for the upcoming academic year. Upon approval from the committee, funds are allocated to meet these requirements. If any additional needs arise after the budget is presented, the financial team considers them and reallocates funds accordingly. The directors review the financial requirements every three months, addressing any special needs that arise after the budget preparation during these meetings.

The absence of government or non-governmental funding necessitates the need to find its own funding sources. SJCC's primary financial resource is fees from students. Additional funding is sourced through



bank loans for larger projects.

The community radio of SJCC: 90.8 Radio Media Village, established to serve the community while providing practical exposure for students, puts a huge financial demand on the college. Hence the financial committee decided to source its maintenance expenses through commercials. During this assesment period we have mobilised an amount of Rs 214.63 lakhs from commercials.

To meet the maintenance expenses of the studios, SJCC extends its services to the public, generating revenue that covers the associated costs. Since there are no other audio and video studios nearby it has been a great help for the public as well. The college also generates a limited revenue through consultancy services offered by the faculty. This innovative approach demonstrates SJCC's commitment to financial responsibility and resource optimization.

The college conducts regular financial audits, with internal and external audits occurring every six months, as required by statutory norms. The institution has appointed an internal auditor to monitor the inflow and outflow of all accounts. These internal auditors scrutinise budget figures and present comprehensive reports to the management for review and approval. Additionally, a certified accountant conducts regular internal audits to maintain consistency in financial management. To further enhance financial accountability, SJCC has engaged a chartered accountant as external auditor.

SJCC utilises the ELIVE CAMPUS software, developed by Progressive Cybernetics Private Limited, Muvattupuzha, Kerala, and TALLY to manage its financial accounts efficiently. This software offers a user-friendly interface for managing financial transactions and maintaining accurate records.

The SJCC Trust, acting as the major approval agency for financial matters, plays a crucial role in the college's institutional strategies. The trust meets twice a year, once for the analysis of the audit and once before the start of the financial year to plan budget allocations. Any requirements that exceed 30 Lakhs are considered only after presentation and approval in the trust meetings.

File Description	Document
Upload Additional information	<a href="#">View Document</a>

## 6.5 Internal Quality Assurance System

### 6.5.1

**Internal Quality Assurance Cell (IQAC) has contributed significantly for institutionalizing the quality assurance strategies and processes. It reviews teaching learning process, structures & methodologies of operations and learning outcomes at periodic intervals and records the incremental improvement in various activities**

#### **Response:**

The Internal Quality Assurance Cell (IQAC) has played a pivotal role in enhancing the quality of education and services at SJCC by institutionalising quality assurance strategies and processes.

Established formally in February 2021, the IQAC has set objectives and worked diligently to improve various aspects of SJCC. The cell has been instrumental in reviewing the teaching-learning process, structures, and methodologies of operations at periodic intervals, leading to incremental improvement in the activities of SJCC.

One of the key initiatives taken by the IQAC is the regular review of the teaching-learning process, structures, and methodologies of operations, and learning outcomes. This periodic evaluation has helped identify areas of improvement and implement necessary changes. As a result, SJCC has been able to obtain the ISO certification, which is a testament to its commitment to quality education. It has also led the institution to participate in NIRF 2024.

The IQAC has also actively sought feedback from various stakeholders, including students, faculty, and parents, through surveys. This feedback has been invaluable in identifying areas that need improvement and implementing necessary measures to enhance the quality of education and services provided by SJCC. In terms of recognizing and acknowledging the efforts of faculty members, the IQAC has implemented a system where feedback on curriculum, methodology, and professionalism is collected every semester. This feedback is then used to take appropriate actions and to further improve the teaching standards and practices within the institution.

In addition, the IQAC has taken proactive steps to ensure inclusivity and gender equality within the institution. It has made the institution divyangjan-friendly, accommodating the needs of differently-abled individuals, and has implemented measures to promote gender equality and inclusivity.

To support academic programs, the IQAC has conducted Induction Programmes to introduce new students to the campus facilities, semester system, credit system, program outcomes, course outcomes, Continuous Internal Evaluation (CIE) schemes, and faculty members. It has also arranged special training for advanced learners and bridge courses, remedial courses, and basic learning skill courses for slow learners.

The IQAC has facilitated additional skill acquisition opportunities for students through the provision of Add-on courses, Diploma programs, and Certificate programs. These programs enhance students' employability and equip them with additional skills beyond their core academic curriculum.

To promote research and enhance the overall academic atmosphere, the IQAC has organised special workshops on Intellectual Property Rights (IPR), Media Ethics, and Research Methodology for students. These workshops provide students with valuable insights and knowledge in these areas, further enriching their educational experience.

The IQAC has also focused on upgrading the library with the inclusion of E-resources and the implementation of a Koha Integrated Library Management System (ILMS). These measures have significantly improved access to information and resources for both students and faculty.

Moreover, the IQAC has conducted national seminars on various topics, such as Artificial Intelligence & Future of Journalism, Artificial Intelligence in Film Making, E Learning, FSDR Bill 2019 & Banking Regulation Amendment 2020, Sequential Design in Animation, the Psychology of Branding Design, Data Visualization, and Webinar on Sound in Cinema, Trends in Fashion Photography.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

**6.5.2****Quality assurance initiatives of the institution include:**

- 1.Regular meeting of Internal Quality Assurance Cell (IQAC); quality improvement initiatives identified and implemented**
- 2.Academic and Administrative Audit (AAA) and follow-up action taken**
- 3.Collaborative quality initiatives with other institution(s)**
- 4.Participation in NIRF and other recognized rankings**
- 5.Any other quality audit/accreditation recognized by state, national or international agencies such as NAAC, NBA etc.**

**Response:** A. Any 4 or more of the above

File Description	Document
Quality audit reports/certificate as applicable and valid for the assessment period.	<a href="#">View Document</a>
NIRF report, AAA report and details on follow up actions	<a href="#">View Document</a>
List of Collaborative quality initiatives with other institution(s) along with brochures and geo-tagged photos with caption and date.	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>
Link to Minute of IQAC meetings, hosted on HEI website	<a href="#">View Document</a>

## Criterion 7 - Institutional Values and Best Practices

### 7.1 Institutional Values and Social Responsibilities

#### 7.1.1

**Institution has initiated the Gender Audit and measures for the promotion of gender equity during the last five years.**

*Describe the gender equity & sensitization in curricular and co-curricular activities, facilities for women on campus etc., within 500 words*

**Response:**

#### **Gender Audit**

SJCC has conducted a gender audit with a primary objective of identifying gender gaps and biases within the institution, evaluate the effectiveness of current gender related policies and recommend actionable strategies for improvement. The gender audit indicates a positive and satisfactory situation and a safe environment for women on campus. The audit recommended more initiatives for gender sensitisation and awareness.

#### **Gender Equity**

The college is fully committed to ensure equal opportunity to all sections especially to the less privileged sections of the society. Over the past five years, the Institution has taken several measures to promote gender equity and to provide a supportive and inclusive environment for women students and staff. To achieve this, we have implemented several facilities and initiatives that cater specifically to the needs of women.

- **Women's Cell**

The working of Women's Cell every academic year is one such initiative, consisting of four women teachers and all the women students of the college. The Women's Cell organises programs to empower women, such as Women's Day celebrations with messages of women empowerment.

- **Self Defence Training for Girls** was organised in collaboration with the police department.
- **A street play** was performed in more than 6 venues including nearby colleges and bus terminals to conscientise the public, especially the women about the significance of being empowered.
- **The Women's Marathon race** conducted in 2018 received significant media coverage.
- **Surveillance Cameras:** CCTV Cameras have been installed across the campus for better surveillance and to avoid undesirable activities on the campus. Thus, the girl students on the campus will have a better feeling of security and freedom.
- **Menstrual Leave:** Girl students are permitted to take one menstrual leave per month and such leaves will be considered as present.
- **Facilities for women on campus**

Campus facilities prioritize female students' comfort and safety. 11 washrooms are dedicated to female

students, with separate facilities for female staff. Exclusive gym slots, a sick room, and designated parking areas ensure a welcoming and inclusive environment for women.

- **6 Months of Maternity leave for staff and students**

We offer a range of facilities that cater to the needs of women students and staff, including a female-friendly campus, and separate washrooms. Additionally, we provide a 60-day maternity leave policy for all female staff and students, which demonstrates our commitment to supporting women's health and well-being.

- **Women Entrepreneurship Development is included in the curriculum of B. Com**

In terms of curricular activities, we have included a unit on Women Entrepreneurship Development in our B. Com curriculum. This unit aims to equip women students with the skills and knowledge necessary to succeed in business and entrepreneurship.

- **Dissertation done on gender studies**

We also conducted a dissertation on gender studies, which aims to explore the complexities of gender issues and promote gender equality. This research will provide valuable insights into the challenges faced by women and help us develop strategies to address them.

- **Female counsellor, HR Manager & security staff**

Furthermore, we have appointed a female counsellor and a female HR Manager to provide support and guidance to women students and staff. Our lady security staff also play a crucial role in ensuring the safety and security of our campus.

Through these initiatives, we aim to promote gender sensitization and create a campus culture that is inclusive, supportive, and empowering for women.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

### 7.1.2

**The Institution has facilities and initiatives for**

- 1. Alternate sources of energy and energy conservation measures**
- 2. Management of the various types of degradable and nondegradable waste**
- 3. Water conservation**
- 4. Green campus initiatives**
- 5. Disabled-friendly, barrier free environment**

**Response:** A. 4 or All of the above

<b>File Description</b>	<b>Document</b>
Policy document on the green campus/plastic free campus.	<a href="#">View Document</a>
Geo-tagged photographs/videos of the facilities.	<a href="#">View Document</a>
Circulars and report of activities for the implementation of the initiatives document	<a href="#">View Document</a>
Bills for the purchase of equipment's for the facilities created under this metric	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 7.1.3

**Quality audits on environment and energy regularly undertaken by the Institution. The institutional environment and energy initiatives are confirmed through the following**

- 1.Green audit / Environment audit**
- 2.Energy audit**
- 3.Clean and green campus initiatives**
- 4.Beyond the campus environmental promotion activities**

**Response:** C. Any 2 of the above

<b>File Description</b>	<b>Document</b>
Report on Environmental Promotional activities conducted beyond the campus with geo tagged photographs with caption and date	<a href="#">View Document</a>
Policy document on environment and energy usage Certificate from the auditing agency	<a href="#">View Document</a>
Green audit/environmental audit report from recognized bodies	<a href="#">View Document</a>
Certificates of the awards received from recognized agency (if any).	<a href="#">View Document</a>
Provide Links for any other relevant document to support the claim (if any)	<a href="#">View Document</a>

### 7.1.4

**Describe the Institutional efforts/initiatives in providing an inclusive environment i.e., tolerance**

**and harmony towards cultural, regional, linguistic, communal socioeconomic and Sensitization of students and employees to the constitutional obligations: values, rights, duties and responsibilities of citizens (Within 500 words)**

**Response:**

SJCC gives prominence for all-inclusive environment and welcomes students from various cultural backgrounds. Institutional takes effort and initiatives to provide an inclusive environment, tolerance, and harmony towards cultural, regional, linguistic, communal, socioeconomic diversity, as well as sensitization of students and staff to constitutional obligations, values, rights, duties, and responsibilities of citizens.

**Diversity Training Programs:** SJCC organise diversity training programs or workshops for their students and staff members. These programs aim to sensitise participants to the importance of diversity, differences, and inclusion in the institution and society at large. They help in developing a greater understanding and appreciation for all cultures, religions, languages, and socioeconomic backgrounds.

**Cultural Celebrations and Events:** SJCC actively promotes and celebrates cultural and regional diversity by organising events, festivals, or cultural weeks that showcase different traditions and customs. Onam, Christmas, Eid, Deepavali, Holi are all celebrated on campus with cultural gaiety. Such celebrations provide a platform for students and staff to learn about different cultures and appreciate their unique values and practices. They also enable them to cohabit in a society that is culturally, linguistically, religiously and racially diverse.

**Anti-Discrimination Policies:** SJCC has established strict anti-discrimination policies that prohibit any form of harassment or discriminatory behaviour based on cultural, regional, linguistic, communal, or socioeconomic differences. These policies help create a safe and inclusive environment for all members of the institution.

**Student Support Services:** Support services such as counselling, mentoring, or student clubs/organisations that focus on promoting inclusivity, tolerance, and harmony are provided to students. These services can help students from diverse backgrounds feel welcome and supported within the institution.

**Sensitization Campaign:** Regular sensitization workshops are conducted for staff and students to ensure they understand and appreciate the cultural, regional, linguistic, communal, and socioeconomic diversity within the institution. These workshops also educate participants about constitutional obligations, values, rights, duties, and responsibilities as citizens.

The Preamble of the constitution, Fundamental Rights and Fundamental Duties of a citizen as enshrined in the constitution are displayed prominently on campus to create constitutional awareness. A corridor has been specially designed to evoke the memories of freedom fighters and social reformers to instil a sense of responsible freedom and national pride.

**Student Representation:** Students from diverse backgrounds are involved in decision-making processes to ensure their voices are heard and their needs are met.

Overall, a holistic approach that combines these initiatives and efforts can help create a tolerant, inclusive

and harmonious environment in educational institutions, where diversity is celebrated, and constitutional obligations, values, rights, duties, and responsibilities of citizens are understood, respected, and upheld.

File Description	Document
Upload Additional information	<a href="#">View Document</a>
Provide Link for Additional information	<a href="#">View Document</a>

## 7.2 Best Practices

### 7.2.1

**Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual**

**Response:**

#### **Best Practice 1**

**Title of the Practice: 90.8 Radio Media Village**

#### **Objectives of the Practice**

- Community engagement and societal development.
- Foster a strong sense of social responsibility among students and enable them to use media for the benefit of society.

#### **The Context**

As a communication college, it was crucial for SJCC to establish a professional media platform. This served multiple purposes like providing hands-on experience for students and demonstrating responsible media usage for community growth. During this period, FM radios gained popularity with commercial stations primarily focusing on entertainment. SJCC aimed to leverage this medium for societal development, consequently, we applied for a community radio licence, which was granted in 2012.

#### **The Practice**

The Community Engagement initiatives through 90.8 Radio Media Village focus on diverse aspects such as sustainable development, environmental protection, cultural arts preservation, healthcare access support, inclusiveness, communal harmony, women empowerment, and promoting budding talents. It functions 24 x 7 broadcasting approximately 36 variety programmes.

Programs including "Arogya Jagratha," educates people about responsible waste disposal and its impact on the environment. The radio station collaborates with Vazhappally Grama Panchayat to set up dustbins for segregation and conduct awareness programs. "All Kerala Radio Drama Festival" supports and



promotes art forms like drama to strengthen the local arts community.

"Janakkeya Saddasu" addresses development issues in villages by involving government officials, NGOs, and people's representatives.

"Jeevanam Organic Farming" promotes sustainable agriculture and supports local farmers by providing a platform to sell their products.

"Matha Sauhardam" fosters communal harmony and cultural diversity by celebrating festivals and organising events for people of different religions.

Programs like "Nattukoottam," "Changanassery Sahitya Sangamam and Book Fest," "Adukkalayile Akathalam," and "Music Dhamaka" focus on regional issues, literacy, women's empowerment, and promoting musical talents of youth, respectively. Additionally, the radio station offers "Thought of the Day" and "Thought of the Week" episodes to inspire and motivate the audience.

"Sukrutham" supports poor patients in accessing medical aid and direct financial assistance through phone-in programs. It demonstrates our commitment to public welfare and community support.

For training of SJCC students, daily an episode named "Students Corner" is run by student RJs of SJCC from 12.30 to 1.30 p.m.

### **Evidence of Success**

- Received National Awards
- Community Engagement through 90.8 Radio Media Village.
- Increased participation and awareness in painting competitions and awareness programs.
- Recognition and preservation of endangered art forms through the All Kerala Radio Drama Festival.
- RJs trained by SJCC present programs worldwide

### **Problems Encountered and Resources Required**

The implementation of best practices in SJCC, such as the involvement of the radio station in community activities require certain resources and face certain challenges. Some challenges encountered in implementing these practices include the non-availability of resources, such as funding, equipment, and human resources, technical challenges in producing high-quality content, and the need to maintain community engagement and participation. In order to overcome these challenges, SJCC relies heavily on NGOs and industry professionals, as well as student volunteers to provide assistance in various stages of the production process. Furthermore, the college's commitment to creating sustainable, long-term solutions through ongoing community engagement and promotion of the initiatives ensures their success over time.

### **Notes**

Emphasis on experiential learning and practical skills for students in both practices.

Collaborations with government departments, NGOs, and industry professionals enhance the impact and

accuracy of the initiatives.

## **Best Practice 2**

### **Title: Screen for Change-Production of Social Commitment Videos**

#### **Objectives of the Practice**

- To create awareness about important social issues and local news.
- Provide valuable learning experiences for students.
- Contribute to creating a sustainable and inclusive society.

#### **The Context**

In the context of the emergence of popular vlogging platforms like YouTube and other social media platforms, SJCC recognized the effectiveness of addressing pressing social issues through audio-video productions. SJCC utilises its talent pool available here, and gives training and learning experience for our students in all stages of production.

#### **The Practice**

MVTV, the official YouTube channel of SJCC collaborates with government departments and industry professionals to produce social commitment videos on various topics, which is managed and operated by our students under the guidance of SJCC faculty and dedicated staff of radio. MVTV broadcasts content in regional language, focusing on local news, cultural events, and social issues. It encourages community participation through talk shows, debates, and interactive sessions. Students are involved in all stages of production, from research and scriptwriting to post-production. Some of the major productions of SJCC are:

- The Poverty Alleviation Documentary was produced on the request from the Kottayam District collector.
- Sabarimala Sudarsanam Project: Documentary on facilities for pilgrims who are senior citizens at Sannidhanam based on request by Pathanamthitta district Collector.
- 3 Road Safety Awareness Films in collaboration with the Motor Vehicle Department.
- Anti-Drug Awareness Films-Balloons
- Swachh Bharat Mission Awareness Videos on Hygiene and Waste Management.

#### **Evidence of Success**

MVTV connects with a wide audience, supports local talents, and raises awareness about social issues. The social commitment videos produced by students provide practical learning experience and have also been used by government departments and NGOs for their campaigns. SJCC's productions has also played a crucial role in raising awareness about various social and environmental issues. It has also encouraged many students to become influential vloggers.

#### **Problems Encountered and Resources Required**

The first and foremost challenge was funding. Production cost of an industry standard video using high

end equipment and talent is usually beyond the funding capacity of an educational institution. But we were able to realise these projects with generous contributions from industry partners and the renowned actors from the industry and the crew (staff and students) of SJCC who rendered free services for a social cause.

Additionally, collaborating with local organisations and government bodies may present challenges in terms of obtaining necessary permits, locations, and resources. This can also impact the creativity and vision of the project. Finally, partnering with industry professionals and experts for mentorship and guidance can be difficult due to busy schedules and conflicting priorities.

Overall, addressing these challenges by seeking alternative funding sources, investing in technical infrastructure, improving collaboration strategies with local organisations and government bodies, and fostering relationships with industry professionals has helped to enhance the video production experience at SJCC.

### Notes

The community radio and MVTV serve as an excellent example of how educational institutions can contribute to community development and foster a sense of responsibility among students.

File Description	Document
Best practices as hosted on the Institutional website	<a href="#">View Document</a>
Any other relevant information	<a href="#">View Document</a>

## 7.3 Institutional Distinctiveness

### 7.3.1

**Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words**

#### Response:

As clearly stated in our vision statement our area of thrust is communication and media. What sets SJCC apart from other colleges is its unique approach to media education, which emphasises the integration of values and technology to transform media for a wholesome world. The college is fully committed to its mission “Professionals with Integrity” and is energised by its motto “Values in Visuals”. It was SJCC that initially conceived the idea and designed the degree programs in media studies in Kerala, and drafted the curriculum for the affiliating university. Within 20 years of its inception it has become a prominent destination for media studies in Kerala and has attracted students from almost all districts of Kerala and even from other states. There is no other college in South India that hosts more than 900 media students. The college was listed among the top 10 Emerging Mass Communication Colleges by **India Today** and was ranked 14 and 18 in **Outlook-ICARE** and **The Week** rankings respectively in 2022. Performance of

our institution in the field of media and communication can broadly be presented under three titles:

- Performance through our alumni
  - Performance through our faculty
  - Performance through our media outlets
- 
- **SJCC Performing through its Alumni**

The alumni of this college have become an unavoidable presence in the Malayalam film industry even winning National and State Awards. Mr. Mathukutty Xavier who studied BA Animation & Graphic Design from 2011 to 2014 bagged the **National Award for the Best Debut Director in 2019** for his film “Helen” and Achu Arunkumar who completed BA Multimedia in 2011 won the Kerala State Award for the **Best Dubbing Artist in 2017** for his performance in the movie “**Theeram**”. Mr Mathukutty Xavier also made waves in Bollywood with the remake of Helen in Hindi with the name **Mili**. This survival thriller with a woman protagonist clearly speaks volumes about women empowerment and “*Nari Shakti*”. **Mr. Jeo Baby** who won the **Kerala State Award for the Best Screenplay Writing, Best Film in 2021** for his “The Great Indian Kitchen” was also a student of this college.

The college is also proud of its alumnus **Mr. Phantom Praveen**, the first independent director from our alumni. He directed the Malayalam movie “**Udaharanam Sujatha**”. This movie which tells the story of a single mother who struggles for survival, also is a typical example of how the values of the college are communicated to millions of people through its alumni. It too has bagged several awards including the Kerala Film Critics Award for Best Actress in 2017. Two other alumni, **Mr. Bibin Paul Samuel** (Aaha) and **Mr. Abhijith Joseph (John Luther)**, have also grown to the status of independent directors in the year 2022. **Mr. Roy Karakattu** and **Mr. Varghese Lal** who won the **Kerala Film Critics Award** for their films “Kattinarike” and “Iru” respectively, were also students of this college. **Dinson David** who won the **Best Short Animation Award in Istanbul Film Festival** in 2021 for his work “Rebirth” has established the presence of SJCC in Animation too.

- **SJCC Faculty Proving Their Mettle**

The works of SJCC faculty also have bagged international awards. **Mr. Sajan Kalathil’s** “*Balloons*” won the Best Cause Driven Film award in Cannes International film festival in 2023. **Mr Aadhil M Ashraf** won the award for the Best Editing at Rome Prisma Independent Film Festival for his work “*Weavers of Patan*” in August 2023. “*Letters Unwritten to Naiyer Masud*” by **Shahi A J** was also selected for IFFR International Film Festival Rotterdam in February 2023.

We being the pioneers in this field in Kerala, have also contributed a lot to media teaching and training by providing our alumni as teachers and trainers in most of the media colleges in Kerala. The time and effort taken to impart quality media training using state of the art technology thus bears fruit.

**15 teachers of SJCC are the members of the Subject Expert Committee and the Syllabus Revision Committee of Mahatma Gandhi University** and have actively contributed to the drafting of the syllabus as per NEP guidelines.

- **SJCC Performing through its Media Outlets**

**90.8 Radio Media Village**, the community radio initiative run by SJCC, clearly demonstrates the

empowering potential of media in uplifting the community, alleviating the struggles of its people, and bringing solace to thousands of individuals. It has **won 6 National Awards** from the Ministry of Information and Broadcasting, Government of India for its services to the society. The Radio is popular in the region both for its social responsibility programmes and for its charitable activities.

**Media Village Television (MVTV):** With its vision to spread a value based visual culture the college started its own YouTube channel in 2016 with the name Media Village Television and started producing content with the involvement of the students. The channel has produced more than three thousand videos so far and has gained nearly 52 thousand subscribers. Most of the videos produced are of social relevance and others are informative. Even during the pandemic we created awareness videos to conscientise the public on the need of wearing masks and isolating themselves if infected. The "Thought for the Day" program, a motivational segment that ran for over a thousand episodes, served as a platform for inspiration and guidance. It has won **two state awards** for its documentary named "Oru Chakka Katha" (The Story of Jackfruit) in 2018 and the prestigious **Pepper Award** in 2019 for the signature film made for Changanassery MegaFest.

### MV Studios

The commitment of the college in utilising the media for the betterment of the society is also evident in the production of **traffic awareness videos for the Motor Vehicle Department**, Government of Kerala in association with Maruti Suzuki. The videos aimed to raise public awareness about the importance of using helmets, buckling up with seatbelts, and avoiding the dangers of mixing driving with drinking. The production wing of SJCC, MV Studios is behind the production of these social commitment videos.

File Description	Document
Appropriate web in the Institutional website	<a href="#">View Document</a>
Any other relevant information	<a href="#">View Document</a>

## 5. CONCLUSION

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### Additional Information :

#### Recognitions

- An ISO 9001:2015 Certified institution.
- Listed among the top 10 Emerging Mass Communication Colleges by India Today in 2022.
- Ranked 14 in OUTLOOK-ICARE Rankings 2022-among the top Private Mass Communication Colleges by India.
- Week Survey Details-Ranked 20 by THE WEEK MAGAZINE Rankings 2023-among the top Mass Communication Colleges in India.
- Week Survey Details-Ranked 18 by THE WEEK MAGAZINE Rankings 2022-among the top Mass Communication Colleges in India.

### Concluding Remarks :

SJCC that started with the vision of Transforming Media for a Wholesome World twenty years ago has now trained 4001 students in various fields of media and design. The college that began with only eleven students in two UG programmes has now 1025 students on roll in eight UG and five PG programmes.

It is the emphasis given on skill development and creativity both in the curricular and co-curricular activities of the college that makes SJCC unique and distinct. Sixty five percent of our courses are project based or practical in which experiential and participative learning methods are effectively employed. Thus the students are able to learn by doing and equip themselves ready for the industry by the completion of the course itself.

SJCC has always been at the forefront in incorporating technological advancements in the industry and updating its IT infrastructure to suit the new technology. All our classrooms are ICT enabled and students are trained in the industry standard versions of the software.

As stated in our vision, mission and motto, value based media culture is our aim. Hence we put tremendous effort in inculcating values in the young minds and ensure that their creative productions enhance the spiritual and moral well being of the society. Significant attempts are also being made to instill a spirit of patriotism and commitment to national development so that SJCCians can lead the country with innovative ideas and dedicated service.

The alumni of SJCC have become an inevitable presence in the Malayalam film industry. Our alumni also serve as teachers and trainers in many colleges and media training institutes in Kerala. We hope that SJCCians will play a significant role in the Indian film and design industry in the near future itself. We would also like to extend our services to research in media and design within five years.



## 6.ANNEXURE

### 1.Metrics Level Deviations

Metric ID	Sub Questions and Answers before and after DVV Verification																				
1.2.1	<p><b>Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. (where the students of the institution have enrolled and successfully completed during the last five years)</b></p> <p>Answer before DVV Verification :</p> <p>Answer After DVV Verification :35</p> <p>Remark : As per clarification received from HEI, and excluding awareness programs on generic themes and Repetition of Add on/Certificate/Value added programs in every year during assessment period to be counted one only, thus DVV input is recommended.</p>																				
1.2.2	<p><b><i>Percentage of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years</i></b></p> <p>1.2.2.1. Number of students enrolled in Certificate/ Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years</p> <p>Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>490</td> <td>824</td> <td>354</td> <td>491</td> <td>597</td> </tr> </tbody> </table> <p>Answer After DVV Verification :</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>383</td> <td>691</td> <td>354</td> <td>351</td> <td>499</td> </tr> </tbody> </table> <p>Remark : As per clarification received from HEI, and changes done according to the above related metric id 1.2.1, thus DVV input is recommended.</p>	2022-23	2021-22	2020-21	2019-20	2018-19	490	824	354	491	597	2022-23	2021-22	2020-21	2019-20	2018-19	383	691	354	351	499
2022-23	2021-22	2020-21	2019-20	2018-19																	
490	824	354	491	597																	
2022-23	2021-22	2020-21	2019-20	2018-19																	
383	691	354	351	499																	
2.1.2	<p><b><i>Percentage of seats filled against reserved categories (SC, ST, OBC etc.) as per applicable reservation policy for the first year admission during the last five years</i></b></p> <p>2.1.2.1. <b>Number of actual students admitted from the reserved categories year wise during last five years (Exclusive of supernumerary seats)</b></p> <p>Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>211</td> <td>234</td> <td>294</td> <td>183</td> <td>149</td> </tr> </tbody> </table> <p>Answer After DVV Verification :</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	2022-23	2021-22	2020-21	2019-20	2018-19	211	234	294	183	149	2022-23	2021-22	2020-21	2019-20	2018-19					
2022-23	2021-22	2020-21	2019-20	2018-19																	
211	234	294	183	149																	
2022-23	2021-22	2020-21	2019-20	2018-19																	



204	234	294	183	149
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**2.1.2.2. Number of seats earmarked for reserved category as per GOI/ State Govt rule year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
388	384	341	314	247

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
388	384	341	314	247

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

**3.1.1 Grants received from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)**

**3.1.1.1. Total Grants from Government and non-governmental agencies for research projects / endowments in the institution during the last five years (INR in Lakhs)**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
3.01051	3.0132	3.0	3.0	3.004

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
0	0	0	0	0

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

**3.2.2 Number of workshops/seminars/conferences including on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship conducted during the last five years**

**3.2.2.1. Total number of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship year wise during last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
33	18	3	11	8

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
29	15	2	10	7

Remark : As per the revised data and clarification received from HEI, based on that DVV input is recommended.

**3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years**

**3.3.1.1. Number of research papers in the Journals notified on UGC CARE list year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
0	1	1	0	1

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
0	0	0	0	0

Remark : As per Clarification received from HEI, and as per SOP Publication in the current UGC CARE with ISSN will only be considered, thus DVV input is recommended.

**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five years**

**3.3.2.1. Total number of books and chapters in edited volumes/books published and papers in national/ international conference proceedings year wise during last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
5	3	1	1	1

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
1	1	0	0	0

Remark : As per clarification received from HEI, and as per provided link in supporting documents, thus DVV input is recommended.

**3.4.3 Number of extension and outreach programs conducted by the institution through organized forums including NSS/NCC with involvement of community during the last five years.**

**3.4.3.1. Number of extension and outreach Programs conducted in collaboration with industry, community, and Non- Government Organizations through NSS/ NCC etc., year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
33	11	3	9	14

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
20	7	3	7	9

Remark : As per clarification received from HEI, and after excluding Days celebrations, thus DVV input is recommended.

**4.1.2 Percentage of expenditure for infrastructure development and augmentation excluding salary during the last five years**

**4.1.2.1. Expenditure for infrastructure development and augmentation, excluding salary year wise during last five years (INR in lakhs)**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
95.0	93.9	17.4	221.8	214.2

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
60.48	50.79	6.77	144.98	158.05

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

**4.4.1 Percentage expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component, during the last five years (INR in Lakhs)**

**4.4.1.1. Expenditure incurred on maintenance of infrastructure (physical facilities and academic support facilities) excluding salary component year wise during the last five years (INR in lakhs)**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
269.5	67.3	31.4	59.7	51.5

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
55.24	42.82	18.57	38.07	25.31

Remark : As per clarification received from HEI, and excluding Petrol & Diesel Expenses (Sjcc) Vehicle Expenses Consultation Fee Others Inspection Charges KSEB Testing Charges Toll Fee Expenses (Fast Tag) etc., thus DVV input is recommended.

5.1.1 ***Percentage of students benefited by scholarships and freeships provided by the institution, government and non-government bodies, industries, individuals, philanthropists during the last five years***

**5.1.1.1. Number of students benefited by scholarships and freeships provided by the institution, Government and non-government bodies, industries, individuals, philanthropists during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
757	999	558	736	650

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
4	3	14	7	0

Remark : As per clarification received from HEI, and Non-Governmental and Institutional Scholarships which are not reflected in audited statement should not be considered in this metric, thus DVV input is recommended.

5.1.4 ***The institution adopts the following for redressal of student grievances including sexual harassment and ragging cases***

1. **Implementation of guidelines of statutory/regulatory bodies**
2. **Organisation wide awareness and undertakings on policies with zero tolerance**
3. **Mechanisms for submission of online/offline students' grievances**
4. **Timely redressal of the grievances through appropriate committees**

Answer before DVV Verification : A. All of the above

Answer After DVV Verification: B. 3 of the above

Remark : As per the revised data and clarification received from HEI, based on that DVV input is recommended.

5.2.1 **Percentage of placement of outgoing students and students progressing to higher education during the last five years**

**5.2.1.1. Number of outgoing students placed and / or progressed to higher education year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
209	182	124	110	119

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
209	182	124	110	119

**5.2.1.2. Number of outgoing students year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
294	250	193	181	163

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
294	260	193	181	163

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

**5.2.2 Percentage of students qualifying in state/national/ international level examinations during the last five years**

**5.2.2.1. Number of students qualifying in state/ national/ international level examinations year wise during last five years (eg: IIT/JAM/NET/SLET/GATE/GMAT/GPAT/CLAT/CAT/ GRE/TOEFL/ IELTS/Civil Services/State government examinations etc.)**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
10	4	7	3	1

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
10	3	6	3	1

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

**5.3.1 Number of awards/medals for outstanding performance in sports/ cultural activities at University / state/ national / international level (award for a team event should be counted as one) during the last five years**

**5.3.1.1. 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 wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
8	6	7	6	5

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
0	3	0	1	0

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

**5.3.2 Average number of sports and cultural programs in which students of the Institution participated during last five years (organised by the institution/other institutions)**

**5.3.2.1. Number of sports and cultural programs in which students of the Institution participated year wise during last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
72	22	10	39	35

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
23	10	6	15	10

Remark : As per clarification received from HEI, and as per SOP Multiple activities on the relatively closer dates to be considered as one only, thus DVV input is recommended.

**6.3.2 Percentage of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies during the last five years**

**6.3.2.1. Number of teachers provided with financial support to attend conferences/workshops and towards membership fee of professional bodies year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
2	2	0	2	0

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
0	0	0	2	0

Remark : As per Manual less than Rs.5000/- of financial support per teacher per year should not be considered so based on that DVV Input is recommended.

**6.3.3 Percentage of teaching and non-teaching staff participating in Faculty development Programmes (FDP), Management Development Programmes (MDPs) professional development /administrative training programs during the last five years**

**6.3.3.1. Total number of teaching and non-teaching staff participating in Faculty development Programmes (FDP), Management Development Programmes (MDPs) professional development /administrative training programs during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
86	57	51	44	40

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
55	57	51	44	40

**6.3.3.2. Number of non-teaching staff year wise during the last five years**

Answer before DVV Verification:

2022-23	2021-22	2020-21	2019-20	2018-19
45	37	35	37	37

Answer After DVV Verification :

2022-23	2021-22	2020-21	2019-20	2018-19
45	37	35	37	37

Remark : As per clarification received from HEI, and as per provided certificates, thus DVV input is recommended.

**7.1.3 Quality audits on environment and energy regularly undertaken by the Institution. The institutional environment and energy initiatives are confirmed through the following**

1. Green audit / Environment audit
2. Energy audit
3. Clean and green campus initiatives
4. Beyond the campus environmental promotion activities

Answer before DVV Verification : A. All of the above

Answer After DVV Verification: C. Any 2 of the above

Remark : As per the revised data and clarification received from HEI, Based on that DVV input is recommended.

## 2.Extended Profile Deviations

ID	Extended Questions																				
1.1	<p><b>Number of students year wise during the last five years</b></p> <p>Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>1025</td> <td>1034</td> <td>947</td> <td>755</td> <td>660</td> </tr> </tbody> </table> <p>Answer After DVV Verification:</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>1024</td> <td>1034</td> <td>947</td> <td>755</td> <td>660</td> </tr> </tbody> </table>	2022-23	2021-22	2020-21	2019-20	2018-19	1025	1034	947	755	660	2022-23	2021-22	2020-21	2019-20	2018-19	1024	1034	947	755	660
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1025	1034	947	755	660																	
2022-23	2021-22	2020-21	2019-20	2018-19																	
1024	1034	947	755	660																	
2.1	<p><b>Expenditure excluding salary component year wise during the last five years (INR in lakhs)</b></p> <p>Answer before DVV Verification:</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>648.5</td> <td>334.7</td> <td>189.0</td> <td>573.1</td> <td>476.5</td> </tr> </tbody> </table> <p>Answer After DVV Verification:</p> <table border="1"> <thead> <tr> <th>2022-23</th> <th>2021-22</th> <th>2020-21</th> <th>2019-20</th> <th>2018-19</th> </tr> </thead> <tbody> <tr> <td>611.72</td> <td>454.10</td> <td>320.52</td> <td>497.71</td> <td>467.30</td> </tr> </tbody> </table>	2022-23	2021-22	2020-21	2019-20	2018-19	648.5	334.7	189.0	573.1	476.5	2022-23	2021-22	2020-21	2019-20	2018-19	611.72	454.10	320.52	497.71	467.30
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