



St Joseph College of Communication

Media Village, Changanassery

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

SJCC Consultancy Cell

Responsible Executive	Coordinator – Consultancy Cell, St Joseph College of Communication
Responsible Office	Consultancy Cell, St Joseph College of Communication
Date Issued	November 2020
Date Last Revised	November 2023

1. Statement of Policy

St Joseph College of Communication encourages the academic staff to undertake consultancy work, to extend their research work and gain professional experience at the Institution, thereby contributing to the country's scientific/technical/managerial as well as economic growth. Consulting at St. Joseph College of Communication is viewed as a dynamic learning process for the entire college. Our Consultancy Cell provides an opportunity for the faculty members to share their insights with practitioners and contributes to experimentation and new learning by clients. Consulting is an important channel through which knowledge and expertise can flow to and from businesses and other external agencies and therefore contributes to the development of growing and productive relationships with these bodies. Consulting brings the faculty in contact with real-life problems, and thus greatly enriches teaching and research.

2. Objectives

- To provide professional consultancy by the faculty to industries, service sectors, and government departments.
- To organise joint research programmes and field studies by faculty members and people from industries.

- To facilitate visits of faculty to industry for study and discussions or delivering lectures on subjects of mutual interest.
- To arrange visits of industry executives and practising professionals to the Institution for far-sighted research work, to use laboratories, discussions and deliver lectures on industrial practices, trends and experiences.
- To facilitate professorial Chairs sponsored by industries at the Institution.
- To facilitate scholarships/fellowships instituted by industries at the Institution for the students.

3. Scope of the Policy

Consultancy Services may be offered to industries, service sectors, government departments and other national and international agencies in niche areas of expertise available in the College. Consultancy services offered may cover a variety of activities. Such activities are recorded as part of the consultancy document and thus prepared as part of the consultancy proposal to the college duly recognised and approved for the smooth functioning of the consultancy service.

Different Sectors where SJCC Consultancy services can be provided are among, but not limited to:

- Live Action Films- Fiction, Documentary, Advertising and Promotional Film
- Animation Films- Fiction, Documentary and Promotional Film
- Information and Communication Technology
- Designing and Promotion (Graphic Designing, UI UX Designing, Interior Designing)
- Acoustic and Sound Designing
- Media Management (Outsourcing, Budgeting, Human Resources)
- Virtual and Augmented Reality, Image processing and Recognition
- 3D Animation and VFX
- Business Management, Costing and Taxation
- Linguistic content Creation (Malayalam, English and Hindi).

Faculty benefits:

- Knowledge advancement and professional development
- Recognition for Faculty
- Connection with society and impact on the community
- Monetary reward to faculty which contributes to faculty well-being

Institution benefits:

- Fame and recognition of the College through its talented faculty
- Impact on society by transferring knowledge to practice and policy
- Potential scholarships/internships and jobs for students
- Retention of productive faculty members
- Bringing real-world experience to the classroom and preparing job-market-ready students

4. Exclusions

Consultancy works are taken up in good faith between the principal consultant and the client. The obligations and responsibilities of both parties remain limited by the standard terms and conditions.

5. Rules and Regulations

- Consultancy and related assignments can be taken up by full-time faculty members of St Joseph College of Communication
- All consultancy proposals must be sent to the Head of the Department / Director through the proper channel for endorsement and approval by the SJCC Consultancy Cell (SJCCC).
- All consultancy assignments by the faculty members should be undertaken with prior approval of the Head of the Department of the respective department. For the Interdepartmental team, Consultancy Works' respective department HOD has to forward the approved proposal to the College Principal for final permission to undertake the same. A committee will be formulated and authorized to oversee the joint

functioning of faculty members from varied disciplines for effective, efficient and productive fulfilment of different levels of objectives about the respective collaboration.

- An approved absence of a faculty member during working hours for consultancy work may be classified as duty leave. Teaching staff members are entitled to a maximum of 20 days of duty leave per academic year, with a limit of 3 consecutive days per week (Monday to Saturday). Additional guidelines for consultancy leave will adhere to the SJCC's leave policy.
- Examinations, lectures, selection committees and other professional work of the faculty members are not to be included in the consultancy.
- The Institution normally requires the cost of the consultancy work to be deposited by the client, in full, before the commencement of work. However, based on the needs of the client and circumstances, the Institution may, in exceptional cases, permit the commencement of work with payment to be made as per agreed-upon milestones.
- Individual faculty members should not receive any cash directly. All remuneration for consultancy should be received by demand draft or electronic transfer in favour of “St Joseph College of Communication, Changanacherry” payable at Changanacherry.
- In International consultancy works, funds may be received in foreign currency. The research collaboration of SJCC with the other party/funding agency should conform with the laws of all the Countries involved and/or International laws as the case may be.
- Service Tax as applicable and it should be paid by the client or should be included in the total cost.
- The expenditure and disbursements will be made through normal Institutional procedures.
- The fund can be utilized by the concerned individual for the following purposes: Travel, Exploratory visits, Field Work, Contingency/Working Expenses, Books, Journals, Equipment and Consumables.
- The travel expenditure and exploratory visits are to be maintained in the movement register by the Primary Investigator. The expenditure for equipment and consumables is to be maintained in the stock register by the Primary Investigator.

- The statement of expenditure is to be prepared by the Primary Investigator every 6 months and towards the end of the work and to be submitted to the designated authority. Utilization certificate to be prepared by the Primary Investigator towards the end of the work and to be submitted to the designated authority.
- Remuneration paid to an individual faculty member for consultancy as his share in one academic year should not exceed the limits mentioned in the Consultancy Fees distribution scheme updated from time to time.

Consultancy Fee Distribution Scheme (to be updated every 2 years)

Type	Share of SJCCC	Share of Consultants
Individual consultancy	30%	70%
Team Consultancy Works	30%	70% (redistributed among team members as agreed)
Inter-departmental team Consultancy Works	30%	70% (redistributed among team members as agreed)

6. Approval & Review Details

Approval Authority:

Executive Director, St Joseph College of Communication

Officer In-charge:

Co-ordinator, SJCCC

Approved on: November 2023

Next Review Date: November 2024

7. Feedback

Stakeholders may provide feedback about this document by e-mailing IQAC.