

**NAAC Criteria 1:** Curricular Aspects [100]

**Key Indicator – 1.1 Curricular Planning and Implementation (20)**

**Metric No: QlM [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***

**Write description in a maximum of 500 words**

**File Description:**

* Upload Additional information
* Provide Link for Additional information

**Response:**

DGMC is a premier media and communications institute with a state-of-the-art infrastructure, where students, researchers and media professionals interact to facilitate dynamic career paths. It is supported by its parent body RSET which has been in the field of education for over seven decades. DGMC provides courses on Communication and Filmmaking at undergraduate and postgraduate levels, and offers autonomous Postgraduate Programs (PGP) in various verticals of the media such as Integrated Marketing, Advertising and Communications; Event Management; Filmmaking; Sports Marketing and Management; Game Marketing and Management.

**Mission Statement**

* To create a pedagogical milestone by nurturing scholastic abilities in the arena of teaching, learning and research.
* To be a beacon for all in the field of media and communications by creating a rich and an intellectually challenging academic environment.
* To train young professionals by inculcating sensitivity, encouraging intersectional approaches to media and management and diversifying entrepreneurial visions with the help of industry experts.

**Vision Statement**

* To promote creativity and entrepreneurship through pedagogy in the kaleidoscopic world of media and communications.
* To encourage an interdisciplinary approach to understanding media and communications, locally and globally.
* To stress on the importance of imparting social responsibility and high moral and ethical values among students.

**Quality Policy**

We provide quality education to bring about a holistic development of the students and encourage academic enhancement for the teachers.

**Stakeholders**

Students, parents, teaching and administrative staff, visiting faculty, Board members and patrons.

The college is affiliated to University of Mumbai, and adheres to the syllabus designed by the same. Teachers utilize traditional and innovative techniques for implementing the curriculum.

The process followed for curriculum planning and implementation is as follows:

* Being affiliated to the University of Mumbai, we are not directly involved in the development of the curricula
* At the beginning of the academic year, academic calendar is prepared by the academic calendar committee on the basis of the schedule of term given by the university
* The learners are introduced to the subjects of their respective courses through the Prospectus & College website
* Meetings of the respective departments are convened to charter a plan for the successful and timely implementation of the curriculum.
* The Head of the departments discuss and deliberate with their respective department members and chalk out a plan to distribute the workload keeping in mind the expertise and experience of the faculty members.
* Timetable is prepared for each course for effective distribution of workload and the same is displayed on the notice boards and website.
* The teachers then follow the teaching plan and also ensure timely completion of the syllabus.
* The syllabus is communicated through handouts as well as printed in the textbooks. The timetable is put up on the notice boards and website.
* The faculty members make an attempt to ensure that courses are completed on time and extra lectures are arranged if needed. Remedial lectures are also conducted
* The feedback regarding the effective completion of the syllabus for every subject is taken from the students and the same is communicated to the respective subject teachers.
* Innovative pedagogy like making use of ICT techniques, flipped classrooms, group discussions, case studies etc. along with the traditional chalk and talk method are applied in the classroom
* The process of continuous evaluation of the students by regular internal tests and semester exams is followed
* The IQAC of the College monitors the effective implementation of curriculum represented.
* The Deviprasad Goenka Management College of Media Studies began its journey in the year 2014. An affiliate of the University of Mumbai, the college has become a synonym with best in class media education. It made its humble beginning with an undergraduate stream of arts, and its progressive journey is evident today as the college boasts with many new undergraduate courses in the streams of BAMMC & BAFTNMP. In addition to undergraduate courses, post graduate courses in the subjects of MACJ & MAFTNMP, the curriculum of the college is primarily designed by the University of Mumbai.
* Students are provided additional exposure to knowledge through seminars/workshops/ group discussions and guest lectures. It also remains our endeavour to make students optimize their learning and knowledge through the use of modern day technology, as is evident from our ICT & Wi-Fi enabled classrooms. As a result of quality education and proper grooming, the college has given many assets to the society. The prime aim of the college is to ensure quality education through teaching learning and evaluation which can be achieved only through transparency in the admission process starting from, form distribution to display of merit list; details regarding the admission process (i.e., admission schedule and merit list of selected students) are displayed on the college notice board. The process is reviewed annually and improvements are implemented (e.g. making the whole process computerized). Students from backward and disadvantaged sections of society are encouraged to apply through the provision of seat reservation in all subjects for SC and ST students, other benefits include relaxation in cut-off mark percentages at entry level for SC and ST students against their reserved seats, direct financial support in terms of scholarships to SC, ST, OBC, minorities, single girl child, LIG and merit-cum-means.
* At present, the college has a regular Principal and 9 faculty members. All departments of the college take an orientation session to bridge the knowledge gap of the enrolled students to enable them to cope with the programme of their choice. The college, also, sensitizes its students on gender issues in addition to the environmental issues through its curriculum, celebrating national/international days, organizing awareness programmes, sensitizing through seminar, symposium, drama, quiz competition etc.
* The faculty of the college is encouraged to participate in orientation / refresher courses, seminars, workshops and conferences (National / International) so that they may enrich their knowledge and improve their standing as teachers. All qualified teachers are planning to pursue their doctorate in their respective subjects. The ambience of this college is student friendly to the core. They are free to consult their teachers as and when they feel the need of the same. Class tests, assignments, project work and seminars are used as supportive strategies to make the teaching and learning a more fruitful exercise. Few of our faculty members act as resource persons at various seminars, extension lectures regularly. The college has one seminar hall.
* The college has an active NSS unit, Rotaract Wing, Students council amongst others to organize different extension and outreach programmes around the year.
* NSS unit organizes workshop/ seminar/ discussion/ awareness programme/ sensitizing programme around the year.
* To ensure high quality education to the students, the college provides best possible infrastructure facilities in the campus. The college is centrally located and covers an area of 2359.34sq. mtrs. The campus has well lit and fully air-conditioned spacious classrooms, IT lab, administrative offices, staff room, and hostel facilities. Apart from these a multipurpose hall, and facilities for sports activities like Football, Yoga and Indoor Games and a health centre are provided.
* For the upkeep and maintenance of infrastructure, there is a housekeeping unit appointed contractually. In coordination with other academic support units on campus, the library caters to the need of students and staff of all the streams. The impressive collection of books, journals and other library material provides resources for learning, NLIST facilities to access the e-books and e-journals.
* CCTV cameras are fixed at all the strategic points on the college campus, supported by a network of intercom system connecting all departments internally.
* The strength of the college stands in its infrastructural facilities that are evident in the form of an IMac Lab, Audio/Sound recording booth, and a shooting floor with a Production Control Room. The campus has Wi-Fi facility for the convenience of the students and the staff.
* The mission of the college is to impart holistic education to all sections of society. To cater to the needs of the students, the college publishes its updated prospectus annually with all requisite details needed by students. Considering the socio-economic status of the students, various scholarships are given.
* The Training and Placement Cell of the college guides students for participation in various national and international competitions etc. In collaboration with outside agencies, TAP organizes series of programmes to guide the students for participation in various competitions, develop entrepreneurship, professional skills learning etc. For slow learners motivational lectures are organized. Individual counselling by faculties & heads of the departments is carried out. Educational and Historical Trips are organized. The college magazine ROAR is published annually and it serves as a platform for the exhibition of the creative potentialities of the students. In addition to this, the institution encourages and develops entrepreneurial skills among the students by creating awareness among them through career counselling, seminars, conferences, workshops and debates. They are motivated to take part in cultural and extracurricular activities like sports, games, social services etc.
* College students have achieved many meritorious positions in the various sports competitions at university level, state level as well as national level. Students of different departments are involved in various academic bodies in form of the societies that are active in college. These societies constitute a fine blend of students and teachers.
* The college is led by the Management Committee, constituting Chairperson as its patron along with various office bearers and members. The college Principal in consultation with management committee and staff develops and deploys various policies and action plans. The existing processes are efficiently managed; improved and prospective plans of development are chalked out through participative management involving the critical stakeholders. Students are nurtured as per the needs of society and industry. Proper two-way communication is ensured at all levels of management. Feedback is generated and analytical mechanisms contribute to further development, analysis of strengths and weaknesses and help assess plans for further growth. The faculty is empowered for continuous development. More members are encouraged to take on research oriented activities and set goals to facilitate higher learning. Performance of individual members is assessed and carrot and stick approach is followed as and when required not ignoring the appreciative work done by faculty. Welfare schemes are also brought into effect.
* The college being a self-financed institution manages its budget and gets internal audit done to bring transparency in financial matters and ensure smooth supply of funds while making provision for optimum to maximum utilization of available resources.
* The IQAC takes care of academic audit and help assuring quality at all levels of institutional working. Our college is open to all the innovative and progressive ideas and programmes to improve the ability of its students by exposing them to the latest and the best material available in the field of knowledge.
* The institution is a torchbearer in innovations and best practices. It lays greater emphasis on environmental awareness. Every measure is taken to reduce the consumption of energy. Rain water is harvested, initiative to make a polythene free campus, etc.
* The innovative techniques for admission, governance and teaching methodology are a huge success. These aim at providing the maximum benefit to students out of available resources.

**Key Indicator – 1.2 Academic Flexibility (30)**

**Metric No: QnM [1.2.1]**

Number of Add on /Certificate/Value added programs offered during the last five years

**1.2.1.1:** Number of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL, etc. during the last five years: **16**

**File Description (Upload)**

* Institutional data in the prescribed format (template merged with 1.2.2)
* Upload supporting document

**Metric No: QnM [1.2.2]**

Percentage of students enrolled in Certificate/ Add-on/Value added programs as against the total number of students during the last five years:\_\_\_\_\_\_\_\_\_\_\_\_

**1.2.2.1.** Number of students enrolled in subject related Certificate/ Add-on/Value added programs like year wise during last five years

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | **2017-2018** | **2018-2019** | **2019-2020** | **2020-2021** | **2021-2022** |
| **Number** |  |  |  |  |  |

**File Description (Upload)**

* Institutional data in the prescribed format (template merged with 1.2.2)
* Upload supporting document

**Key Indicator – 1.3 Curriculum Enrichment (30)**

**Metric No: QlM [1.3.1]**

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

Write description in a maximum of 500 words

**File Description:**

• Upload Additional information

• Provide Link for Additional information

**Co-curricular and Extracurricular Activities**

DGMC integrates crosscutting issues relevant to professional ethics, gender, human values, environment and sustainability into the curriculum. DGMC being affiliated to the University of Mumbai, follows the syllabus designed by it. Within this scope, some of the steps taken below are:

**1. Gender**

Numbers of programs are conducted for women and girl students such as organization of folk dance competition, blood checkup camps. The Women Development Cell organizes programs on Woman Empowerment, Laws for Woman, Women’s Day, The N.S.S. unit of our college has been very proactive in conducting different extension activities not only in college premises but also in adopted villages also.

Major gender issues are focused and addressed through the activities like Self Defense Workshop for girls.

**2. Environment and Sustainability**

The N.S.S. unit of DGMC promotes environmental protection through tree plantation and other sustainable development camps & programs. It undertakes a host of activities in the nearby villages and during these special camps, various environment related programs including tree plantation, village cleanliness, plastic free drive, etc. are conducted. Various activities like invited talks are organized to create awareness about nature, biodiversity, environment and sustainability. Different activities have been initiated by the college to save the environment such as Beach clean-up drive, dustbin donation drive, etc. Celebration of various days like World Environment Day, Earth Day, N.S.S. Day, etc., have been organized and the college has taken initiative in Swachch Bharat Abhiyan and Tree plantation programs which are introduced by the Govt. of India.

**3. Human Values and Professional Ethics**

To create and promote social awareness among the students, lectures and quiz, essay, etc. are by NSS and other NGO or, govt. bodies. The college takes efforts for integration of ethical and human values through extra-curricular activities also. Programs conducted under the N. S. S. helps to inculcate human values among students. Guest lectures on value education have been organized for students. National festivals like Independence Day and Republic Day serve as a platform to enliven patriotic and moral values. Different social activities have been initiated by the college like Health and Hygiene awareness programs, Medical check-up camps, AIDS awareness programs, Voter’s awareness program, Road safety Campaign, Blood donation camps, etc.

**Key Indicator – 1.3 Curriculum Enrichment (30)**

**Metric No: QnM [1.3.2]**

***Percentage of students undertaking project work/field work/ internships (Data for the latest completed academic year)***

**1.3.2.1. Number of students undertaking project work/field work / internships:**

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Number of students undertaking project work/ field work / internships

 × 100

Total number of students during the

latest completed academic year

**File Description:**

• Upload Additional information

**Key Indicator – 1.4 Feedback System (30)**

**Metric No: QnM [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

Feedback processes of the institution may be classified as follows:

A.Feedback collected, analyzed, action taken and feedback hosted on the institutional website

B.Feedback collected, analyzed and action has been taken

C.Feedback collected and analyzed

D.Feedback collected (at least from any two stakeholders)

E.Feedback not collected

**File Description (Upload)**

• Upload supporting document