SELF STUDY REPORT

FOR

1st CYCLE OF ACCREDITATION

DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES

RSET CAMPUS, S.V. ROAD, MALAD (WEST), MUMBAI - 400064
400064
www.dgmc.org.in

Submitted To

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

BANGALORE

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1. EXECUTIVE SUMMARY

1.1 INTRODUCTION

The Indian media and entertainment (M&E) industry caters to a large and diverse consumer base. These consumers have a strong appetite for content but are selective in paying for value. . Mumbai, known as the entertainment and financial capital of India, attracts aspiring individuals from across the country who seek opportunities in the entertainment industry.

As a distinguished institution affiliated with the University of Mumbai, the Deviprasad Goenka Management College of Media Studies holds a prominent position in higher education. It is an integral part of the esteemed Rajasthani Sammelan Education Trust, renowned for providing quality education and holistic learning experiences.

Our Trust

Established in 1948 at Malad, Mumbai, the Rajasthani Sammelan Education Trust (RSET) is a registered charitable educational trust. RSET embarked on its educational journey by establishing a school exclusively for girls, initially enrolling only three students. Today, RSET proudly encompasses an expansive and inclusive campus sprawling across two acres of land, featuring a well-equipped playground.

The core mission of the educational trust at RSET is to provide education and foster holistic growth for their diverse student body, which exceeds 16,000 individuals from all segments of society. The charitable trust is dedicated to promoting and delivering quality education from early childhood to post-graduation in various fields, including Commerce, Management, Information Technology, and Media.

Over time, DGMC has earned a reputation as an esteemed institution providing high-quality education across a range of disciplines, including Communication and Filmmaking, at both the undergraduate and postgraduate levels. These programs are affiliated with the University of Mumbai. DGMC offers autonomous Post Graduate Programs (PGP) in specialized areas such as Integrated Marketing, Advertising and Communications, and Event Management.

At the undergraduate level, our courses are designed to incorporate industry insights and findings where we closely monitor reports submitted by the Federation of Indian Chambers of Commerce & Industry (FICCI), which highlight the robust growth of the media industry in India. These findings from FICCI's reports provide us with a positive outlook on the media industry's potential, further motivating us to offer relevant and impactful programs that align with the industry's growth and requirements.

Vision

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.

Mission

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.

1.2 Strength, Weakness, Opportunity and Challenges(SWOC)

Institutional Strength

Experienced faculty: DGMC prides itself on its faculty members who possess extensive experience and expertise in various fields, including journalism, film, television, and digital media. This ensures that students receive instruction of the highest quality and are exposed to the latest trends and techniques relevant to their areas of study.

Cutting-edge technology and facilities: DGMC is equipped with cutting-edge facilities and equipment for media production, encompassing an editing and graphic lab, sound booth, colour grading lab, live PCR setup, 4K cameras, and an expansive shooting floor featuring a Chroma screen. These state-of-the-art resources offer students invaluable hands-on experience, allowing them to work with the latest tools and technologies relevant to their respective fields.

Co-curricular and Extra Curricular: DGMC takes pride in organizing a wide range of national and international industry conferences and festivals. These events serve as platforms for students to exhibit their work, forge connections with industry professionals, and stay abreast of the latest trends and advancements in their respective fields.

Practical experience: We have meticulously designed our curriculum to achieve a seamless integration of theory and practical application, ensuring that our students gain the necessary skills and real-world exposure in various media disciplines.

Diverse course offerings: DGMC offers a comprehensive array of courses that cover diverse media domains such as film, television, radio, journalism, public relations, and digital media. This extensive selection empowers our students to explore their unique interests while developing a versatile range of skills.

Inclusive Environment: DGMC takes pride in its diverse student body and faculty, encompassing individuals

from various backgrounds, perspectives, and identities. By cultivating such an inclusive atmosphere, we prioritize the well-being and success of all students, promoting their academic achievements and personal development. To uphold equity and diversity, DGMC implements a range of policies and practices, including non-discrimination policies, accessibility measures, and sensitivity training for faculty and staff.

Networking opportunities: DGMC facilitates extensive networking opportunities for students, such as guest lectures, workshops, and internships, allowing them to establish valuable relationships with industry professionals. These connections can significantly enhance students' prospects of securing job opportunities upon graduation. Recognizing the media industry's increasing globalization,

Institutional Weakness

Academic Flexibility: The growing convergence of various media fields, such as film, television, and digital media, presents challenges in designing curricula and delivering programs. However, our affiliation with the University of Mumbai places limitations on our decision-making processes, program development, and curriculum design, thereby hindering our ability to swiftly respond to evolving industry trends and the needs of our students.

High Tuition Costs: The considerable tuition expenses associated with self-financed courses can act as a deterrent for many prospective students. This can result in decreased enrolment as students may opt for more affordable institutions or forego higher education altogether.

No Credit Transfer: The absence of credit transfer options can deter students from exploring diverse academic disciplines or pursuing other interests. The uncertainty of investing time and resources in coursework that may not contribute towards their degree can hinder their willingness to broaden their horizons.

No Lateral or Vertical Movement: Without opportunities for mobility, students may lack the skills and knowledge necessary to adapt to dynamic changes in the media industry, including emerging technologies and trends. Consequently, their career prospects within the media industry might become stagnant, resulting in job dissatisfaction and diminished motivation to pursue their goals.

Space Crunch: Insufficient space can impede DGMC's potential for expansion and growth, constraining their ability to cater to the evolving needs of both students and the industry.

Institutional Opportunity

Industry partnerships: DGMC has the potential to establish strategic partnerships with media companies, production houses, and other prominent industry players to facilitate valuable internships and immersive learning experiences for students. These partnerships offer students first-hand exposure to the latest industry practices and trends while also enabling them to forge meaningful connections within the professional network.

Utilise the infrastructure to generate revenue: DGMC boasts a cutting-edge studio and top-notch equipment available for rental to production companies, independent filmmakers, and other organizations seeking film and video shoots. This arrangement not only generates a consistent revenue stream for the college but also affords students the invaluable chance to work on professional productions.

Scope For Introducing Skill Based Courses: DGMC can enhance students' competitiveness in the job market by offering skill-based courses across diverse fields. By incorporating these courses, students acquire practical skills that are in high demand among media industry employers. Not only do these courses prepare students for the ever-changing media landscape, but they also boost their marketability when seeking employment opportunities.

To Become Autonomous in The Near Future: Being an autonomous institution, DGMC enjoys the freedom to design its curriculum and teaching methods, fostering an environment conducive to innovative and effective approaches to education. This advantage enables DGMC to promptly respond to shifting industry demands and trends, allowing for timely adjustments in course offerings and pedagogical approaches as required.

Institutional Challenge

Rapidly evolving technology: The ever-evolving nature of the media industry demands that media colleges stay abreast of the latest technologies and trends to offer students the most relevant education. However, this can pose a challenge due to the rapid pace of technological advancements.

Intense competition: In the fiercely competitive media industry, students must cultivate robust skills and networks to thrive. It is imperative for us to equip our students with the necessary resources and opportunities that set them apart in a saturated field.

Changing media landscape: The advent of digital media has brought about transformative changes in the media landscape, necessitating media colleges to continually adapt their curriculum and teaching approaches to stay abreast of these developments. However, this task can be challenging due to the dynamic and evolving nature of the media industry.

Financial pressures: The financial stability of media colleges often hinges on tuition fees as a significant source of funding. However, declining enrolment or rising costs can exert financial strain on these institutions.

High equipment costs: Media colleges necessitate specialized equipment like cameras, editing software, and studio facilities, which can be costly to procure and sustain, and placing financial pressure on the college's budget.

Limited job opportunities: Despite the growth of the media industry, job opportunities remain limited in comparison to the number of graduates. The industry heavily relies on skill sets, posing a significant challenge for students in securing employment post-graduation.

1.3 CRITERIA WISE SUMMARY

Curricular Aspects

DGMC is a college affiliated with the University of Mumbai, providing undergraduate and postgraduate courses. Recognizing the need to bridge the gap between industry requirements and academic curriculum mandated by the University, the college has introduced value-added courses as Add-On Courses for students in

Audio Sound Design, Electronic Music Production, and Web Design, Advance animation with 3D & Maya and other Soft Skill Training. These additional courses enhance the existing syllabi and give the college a competitive advantage in fulfilling its mission of promoting skill development and enhancing employability among its students. During the period of Covid-19, DGMC utilised Zoom & Google Meet as platforms for conducting sessions. We also used the GOLD-Virtual Classroom to conduct online assessments.

Experiential learning through internships projects and field trips is specifically facilitated. DGMC incorporates an empathetic approach, endeavoring to familiarize the students about how gender-based inequalities, neglect of environmental concerns and lack of ethics hamper an individual's and societal growth.

At DGMC, education is dialogic, and it is the feedback system that gives it this transparency and accountability. Feedback is taken on forms, the data is compiled, analysed and shared with each Department and concerned individuals for prompt action. Channels for communication with different stakeholders are kept warm by responding to diverse needs. The IQAC conducts annual internal audits and all Departments are encouraged to undertake self-assessment to critically reflect on their practices. This approach supports the amalgamation of the interests of the stakeholders as well as the Institution.

The intellectual teaching body of DGMC is supported by relevant ICT. The college enjoys technologically enabled and inclusive infrastructure including a well-equipped library, which makes it possible for the students to participate in a modern teaching-learning process.

Teaching-learning and Evaluation

Teaching-learning process is one of the most vital in any educational institutions. Teaching and learning involves a two way process where effective teaching is reflected by a good learning outcome of the students. Since learning is much more than clearing exams, skill development methods that are student centric in nature are implemented. Experiential learning is encouraged where student interaction and engagement with real world cases helps them to identify problems they may face in real life. Flipped classroom sessions encourages students towards research and presentation which are very essential for holistic development. The college follows a semester system where internal evaluation is a continuous and comprehensive process. With an infrastructure to boast of, every classroom is enabled with ICT learning tools. The college also rigorously tries to fulfil the requirements of its students by continuously evaluating them both in academic and extra-curricular performance. The faculty also monitors the academic progression of the students through critical analysis, conduct of performance improvement programs and regular mentoring, being mindful of both advanced as well as slow learners.

DGMC focuses on holistic intellectual, social, emotional and aesthetic development of the students. We try to work conscientiously to reflect upon and enhance our pedagogic methods. Right from admission, the college follows a well-administered and transparent procedure with ease of availability of information on our website.

A Grievance Committee looks into admission related problems of the students. With the intention to develop critical and innovative thinking, student centered pedagogies are evolved at the department level. Some prefer case study approach, while others prefer brainstorming duly supported by ICT and e-resources. Remedial courses and elaborate tutorial sessions are aimed at supporting learners in small groups so that teachers can provide individual support. Special attention is given to students with special needs and also from economically weaker sections. The evaluation procedure is elaborated upon in the prospectus and restated during subsequent classes to ensure effective implementation of the internal assessment. Students are assessed on a continuous

basis through innovative and reformed techniques such as group discussions, assignments, analytical tests, practicals and projects.

Research, Innovations and Extension

The institute prioritizes the holistic development of students through the provision of quality education. It fosters critical thinking skills by emphasizing experiential and skills-based learning. Practical training is offered to students to meet the demands of the dynamic media industry. Workshops and seminars are organized to provide hands-on training on research topics and entrepreneurship.

Students are exposed to reference materials and research reports published by organizations such as FICCI and KPMG. Internship opportunities further enhance their critical thinking abilities.

Faculty members are encouraged to participate in faculty development programs and research workshops. They are also supported in conducting research projects and participating in conferences.

The institute engages in extension activities through organizations like the Rotaract Club, Women Development Cell, and National Service Scheme (NSS) Unit. The Rotaract Club organizes flagship activities annually, including donation drives, gender sensitization and awareness campaigns, and celebrations in old age homes and NGOs. The Women Development Cell provides a platform for students to express their views on women and society. The institute has received recognition for its contribution to projects such as Guiding Lights and World Responsible Youth India by the Rotaract District 3141.

The college has established collaborations with various educational and industrial organizations to offer academic and internship opportunities to its students.

Infrastructure and Learning Resources

To ensure high quality education to the students, the college provides the best possible infrastructure facilities in the campus. The existence of proper infrastructure is an important requirement in delivering quality teaching-learning outcome. These 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 college has adequate number of air conditioned classrooms for all the departments equipped with ICT facilities. A well-furnished staff room is provided for the faculty.

Data generation and its management is carried out through use of ERP in the daily functioning of the college. Sports, a note-worthy extracurricular activity has been continuously nurtured by providing students and staff many intra and inter College facilities with ample shared facilities in and around the College.

The college has a well-furnished air conditioned library with adequate number of prescribed books, magazines, and journals, newspapers and other reference books. The college also has an Integrated Library Management System software (KOHA 22.05.07.000), and encourages its teachers to make use of National Digital Library for quick access to many e-contents.

CCTV cameras are fixed at all the strategic points on the college campus, supported by a network of intercom system connecting all departments internally. For any eventualities we also have a medical centre on the campus.

The infrastructure provides easy access to differently abled people thereby making it infrastructurally inclusive. The college also takes pride in its comprehensive sports and fitness infrastructure. The outdoor sports facilities include a football court, cricket pitch, open space for yoga etc.

The college makes great efforts to provide the latest technology to students, keeping them up to date with the world. With a lab exclusive for editing and graphics, it maintains a good student to computer ratio.

Student Support and Progression

The college administration and faculty at Deviprasad Goenka Management College of Media Studies (DGMC) prioritize the needs of students and actively engage in various student-centric activities. These initiatives aim to address their professional requirements, enhance managerial skills, and foster interpersonal relationships. Additionally, the college departments identify areas of growth for students and provide them with opportunities to excel in these areas.

DGMC places a strong emphasis on career guidance, placement assistance, skill enhancement, and personality development programs. These initiatives have significantly contributed to the students' improvement and have led to an increasing number of students pursuing further studies. The college also promotes social and environmental awareness among students through relevant programs, facilitated by organizations such as the Rotaract club, and the NSS.

As the number of students seeking admission to undergraduate education has increased over the years, there also has been a significant number of students graduating from DGMC. The institute helps to facilitate vertical movement of students to higher levels and gainful employment.

DGMC also facilitates students’ representation and engagement in various administrative, and cocurricular activities through a formal student council body that is elected annually by active participation of all students.

DGMC has active students’ grievance redressal mechanisms that help them seek redressal for complaints, including those about sexual harassment and ragging. For the students’ emotional well-being,

With its harmonious and welcoming environment, DGMC has created a sense of belonging for students, making them consider it as their second home.

Governance, Leadership and Management

The institute clearly states its composition, aims, objectives, and policies on its website and during student orientation. The vision and mission statements, along with the motto, guide the academic programs and annual planning. Decentralization policies divide academic and administrative work among teaching and non-teaching staff, with the College Development Committee, Internal Quality Assurance Cell, Principal, and department heads taking responsibility. Staff recruitment, promotions, and increments follow UGC guidelines.

The institute encourages the use of technology for administrative tasks and promotes professional development activities such as seminars, workshops, and conferences for staff, providing financial support and infrastructure facilities. Records of staff participation in faculty development programs are maintained, and departments are encouraged to organize events. The principal analyses self-appraisal forms submitted by staff members annually and takes necessary action if their academic performance is below the benchmark.

The IQAC ensures academic excellence and implements policies to make the teaching and learning process more student-centred, monitoring the curriculum delivery in classrooms according to NAAC guidelines. Composed of various committees, the IQAC coordinator oversees their work, and external agencies conduct audits such as academic and administrative audits, ISO certification, green, environment, energy, and gender audits. The IQAC conducts quarterly meetings with its members to design plans and programs and streamline process based on their learnings.

An Internal Audit Report is given by IQAC to each department. Each department is also given a tool for self-reflection to take suitable action collectively. They give all departments and concerned staff of the college feedback to critically reflect on their practices and plan ahead. Teachers are encouraged to carry out a self-appraisal every year so as to gain insight into the effectiveness of their teaching style and its impact on students.

The governance of DGMC is marked by transparency, inclusivity and accountability. Feedback from various stakeholders like students, teachers, employers and alumni is invited through feedback forms. It is then analysed, and appropriate action is taken and shared with the Governing Body. Staff Council and IQAC monitor the quality of the teaching-learning process, while the management facilitates smooth functioning of teaching and support systems.

Institutional Values and Best Practices

Deviprasad Goenka Management College of Media Studies (DGMC) is dedicated to nurturing responsible, socially conscious, and intellectually proficient individuals. The college places a strong emphasis on instilling desired values in all members of the institution, particularly the students, through activities that prioritize their needs and aspirations.

DGMC is committed to promoting gender equity among its faculty and students. It actively organizes gender sensitization programs, conferences, and workshops at both national and international levels to foster awareness and discussions on topics such as gender sensitivity, women empowerment, development, and security. The college has established a specialized Women Development Cell, which annually initiates and supports gender equity initiatives.

DGMC has set up a Grievance Redressal and Discipline Committee that attends to student concerns while upholding the principles, rights, and obligations outlined in the constitution. The college actively promotes environmental sustainability through its green campus initiative. Measures include limiting vehicle access, utilizing battery-powered transportation, and emphasizing tree planting. The college ensures accessibility for individuals with disabilities through the incorporation of ramps, railings, and lifts. Energy conservation methods are implemented through a set of guidelines, and the Student Council organizes programs throughout

the year to commemorate significant occasions such as Independence Day, Republic Day, Constitution Day, and Maharashtra Day.

DGMC maintains transparency and clarity by publishing and displaying a handbook containing a code of conduct for all stakeholders, including staff, students, and others associated with the institution. This ensures a shared understanding of expectations and guidelines for conduct.

2. PROFILE

2.1 BASIC INFORMATION

Name and Address of the College	
Name	DEVIPRASAD GOENKA MANAGEMENT COLLEGE OF MEDIA STUDIES
Address	RSET Campus, S.V. Road, Malad (West), Mumbai - 400064
City	Mumbai
State	Maharashtra
Pin	400064
Website	www.dgmc.org.in

Contacts for Communication					
Designation	**Name**	**Telephone with STD Code**	**Mobile**	**Fax**	**Email**
Principal	Amee Vora	022-45207722	9820007074	-	principal@dgmcms.org.in
IQAC / CIQA coordinator	Srinivasrao Challapalli	022-4520772	9820357598	-	srinivasrao.challapalli@dgmcms.org.in

Status of the Institution	
Institution Status	Self Financing

Type of Institution	
By Gender	Co-education
By Shift	Regular

Recognized Minority institution	
If it is a recognized minroity institution	Yes Minority Certificate.pdf
If Yes, Specify minority status	
Religious	
Linguistic	HINDI
Any Other	

Establishment Details

State	University name	Document
Maharashtra	University of Mumbai	View Document

Details of UGC recognition		
Under Section	**Date**	**View Document**
2f of UGC		
12B of UGC		

Details of recognition/approval by stationary/regulatory bodies like AICTE,NCTE,MCI,DCI,PCI,RCI etc(other than UGC)				
Statutory Regulatory Authority	**Recognition/Approval details Institution/Department programme**	**Day,Month and year(dd-mm-yyyy)**	**Validity in months**	**Remarks**
No contents				

Recognitions	
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

Location and Area of Campus				
Campus Type	**Address**	**Location***	**Campus Area in Acres**	**Built up Area in sq.mts.**
Main campus area	RSET Campus, S.V. Road, Malad (West), Mumbai - 400064	Urban	7850.901	2663.2

2.2 ACADEMIC INFORMATION

Details of Programmes Offered by the College (Give Data for Current Academic year)						
Programme Level	**Name of Programme/Course**	**Duration in Months**	**Entry Qualification**	**Medium of Instruction**	**Sanctioned Strength**	**No.of Students Admitted**
UG	BA,Multimedia And Mass Communication	36	HSC	English	264	248
UG	BA,Film Television	36	HSC	English	540	220
PG	MA,Multimedia And Mass Communication	24	TY	English	120	20
PG	MA,Film Television	24	TY	English	120	54

Position Details of Faculty & Staff in the College

Teaching Faculty												
	Professor				Associate Professor				Assistant Professor			
	Male	Female	Others	Total	Male	Female	Others	Total	Male	Female	Others	Total
Sanctioned by the UGC /University State Government	0				1				14			
Recruited	0	0	0	0	0	1	0	1	8	5	0	13
Yet to Recruit	0				0				1			
Sanctioned by the Management/Society or Other Authorized Bodies	0				0				0			
Recruited	0	0	0	0	0	0	0	0	0	0	0	0
Yet to Recruit	0				0				0			

Non-Teaching Staff				
	Male	Female	Others	Total
Sanctioned by the UGC /University State Government				13
Recruited	8	4	0	12
Yet to Recruit				1
Sanctioned by the Management/Society or Other Authorized Bodies				0
Recruited	0	0	0	0
Yet to Recruit				0

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

Qualification Details of the Teaching Staff

Permanent Teachers										
Highest Qualification	**Professor**			**Associate Professor**			**Assistant Professor**			
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
D.sc/D.Litt/ LLD/DM/MCH	0	0	0	0	0	0	0	0	0	0
Ph.D.	0	0	0	0	1	0	0	0	0	1
M.Phil.	0	0	0	0	0	0	0	0	0	0
PG	0	0	0	0	0	0	2	1	0	3
UG	0	0	0	0	0	0	0	0	0	0

Temporary Teachers										
Highest Qualification	**Professor**			**Associate Professor**			**Assistant Professor**			
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
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	6	4	0	10
UG	0	0	0	0	0	0	0	0	0	0

Part Time Teachers										
Highest Qualification	**Professor**			**Associate Professor**			**Assistant Professor**			
	Male	Female	Others	Male	Female	Others	Male	Female	Others	Total
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

Details of Visting/Guest Faculties				
Number of Visiting/Guest Faculty engaged with the college?	**Male**	**Female**	**Others**	**Total**
	27	8	0	35

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	247	45	0	0	292
	Female	160	16	0	0	176
	Others	0	0	0	0	0
PG	Male	32	17	0	0	49
	Female	16	8	0	1	25
	Others	0	0	0	0	0
Certificate / Awareness	Male	1	0	0	0	1
	Female	4	0	0	0	4
	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	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
ST	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
OBC	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
General	Male	193	212	300	325
	Female	56	75	121	170
	Others	0	0	0	0
Others	Male	0	0	0	0
	Female	0	0	0	0
	Others	0	0	0	0
Total		249	287	421	495

Institutional preparedness for NEP

1. Multidisciplinary/interdisciplinary:	We are a multidisciplinary institution affiliated to the University of Mumbai, offering the following courses: BAFTNMP, BAMMC, MACJ, and MAFTNMP.
2. Academic bank of credits (ABC):	As per circular number DBOEE/ICC-2022-23/16 dated 31st December 2022, from the University of Mumbai our affiliating body, we have complied and sent the data of the enrolled students to the ABC, created by the University of Mumbai. The number of data sent FYBAMMC-110, SYBAMMC-131, TYBAMMC-57, FYBAFTNMP-72, SYBAFTNMP-60, TYBAFTNMP-59, MACJ-Part1-11,MACJ-Part 2-7, MATNMP-Part 1-34,

	MAFTNMP- Part 2-31.
3. Skill development:	The National Education Policy 2020 envisages that at the societal level, higher education must enable the development of an enlightened, socially conscious, knowledgeable, ethical, scientifically tempered and creative development of skills amongst the students in their chosen specialization. The program outcomes of various courses are aligned with this vision. All courses create innovative industry-based projects. The transition from classroom based teaching to experiential teaching methods are the core of the teaching methodology, and is also emphasized in the NEP The Institute also inculcates employability skills through the TAP programme and the Industry Academia Connect that grooms and enhances the overall development of the personality and reduces the talent-skill gap. Most of the subjects in various semesters are aligned in the development of vocational skills. Practical Filmmaking, a subject in BAFTNMP and MAFTNMP in every semester, exposes the students to various facets of filmmaking. In our BAMMC program the subjects for eg. Photography and Motion graphics also offer development of vocational skills.
4. Appropriate integration of Indian Knowledge system (teaching in Indian Language, culture, using online course):	The distribution of subjects provided in the syllabus caters to the Indian Knowledge System, through the understanding of History of Art and History of Media. Vocational Skills and skill development are encouraged and incorporated in subjects like Cinematography, Photography, research methodology both theoretical in Mass Media Research, Advertising and Marketing Research and practical in Documentary Filmmaking. Subjects like Media Laws & Ethics, Foundation Course, and Feature and Writing for Social Justice stress on the core values and the problems being faced because of negligence. Media, Gender & Culture, sensitizes the students for issues related to gender and Women, and subjects like Understanding Indian Contemporary Cinema help in the understanding and the evolving of Indian culture with the help of films. Theatre and Mass Communication imparts the rich and diverse Indian cultural heritage through Natashastra, the knowledge of Bhava, mythology and folk art. The subject emphasizes the importance of emotions and expression and the art of storytelling through dance and drama.

5. Focus on Outcome based education (OBE):	All courses create innovative industry-based projects. The transition from classroom based teaching to experiential teaching methods are the core of the teaching methodology, and is also emphasized in the NEP The Institute also inculcates employability skills through the TAP programme and the Industry Academia Connect that grooms and enhances the overall development of the personality and reduces the talent-skill gap. The assignments provide recognition of life skills such as communication, cooperation, teamwork, and resilience. The final project is one such opportunity to prepare for the demands of the workforce, enhancing their social and emotional well-being, and helping them to become more well-rounded individuals.
6. Distance education/online education:	We do not offer any education through the distance mode of learning.

Institutional Initiatives for Electoral Literacy

1. Whether Electoral Literacy Club (ELC) has been set up in the College?	We have not set up an Electoral Literacy Club, but we sensitize our students towards the importance of taking part in electoral reforms through our NSS unit.
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?	No.
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.	N.S.S unit of the college in the year 2022 had organised voter registration of students, of the college as well as of the sister institutes of the Trust. We organised a poster making competition, Mera Matadan, Mera Abhiman, to create voter awareness for National Voters Day. This awareness helped us create 37 voter ids.
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	No.

advancing democratic values and participation in electoral processes, etc.	
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.	The institute shall ensure that all such students above the age of 18 years who do not possess a voter id card, and are not registered in the electoral rolls shall be registered through the electoral literacy club which shall be instituted in the college from the academic year 2023-24.

Extended Profile

1 Students

1.1

Number of students year wise during the last five years

2021-22	2020-21	2019-20	2018-19	2017-18
0542	495	421	287	249

File Description	Document
Institutional data in prescribed format	View Document

2 Teachers

2.1

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

Response: 24

File Description	Document
Institutional data in prescribed format	View Document

2.2

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

2021-22	2020-21	2019-20	2018-19	2017-18
14	10	12	10	08

3 Institution

3.1

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

2021-22	2020-21	2019-20	2018-19	2017-18
168.76	173.21	245.40	274.06	229.15

File Description	Document
Upload Supporting Document	View Document

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:

DGMC is a premier media and communications institute with a state-of-the-art infrastructure, and 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.

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 curriculum. 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.·

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. are provided. 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 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.

File Description	Document
Upload Additional information	View Document

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: 11

File Description	Document
Institutional data in the prescribed format	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: 4.56

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

2021-22	2020-21	2019-20	2018-19	2017-18
06	21	14	17	33

File Description	Document
Institutional data in the prescribed format	View Document

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:

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.

1.3.2

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

Response: 28.04

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

Response: 152

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

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	View Document
At least 4 filled-in feedback form from different stake holders like Students, Teachers, Employers, Alumni etc.	View Document
Action taken report on the feedback analysis	View Document

Criterion 2 - Teaching-learning and Evaluation

2.1 Student Enrollment and Profile

2.1.1

Enrolment percentage

Response: 60.07

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

2021-22	2020-21	2019-20	2018-19	2017-18
250	119	223	120	117

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

2021-22	2020-21	2019-20	2018-19	2017-18
420	360	360	120	120

File Description	Document
Institutional data in the prescribed format	View Document
Document related to sanction of intake from affiliating University/ Government/statutory body for first year's students only.	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: 0

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

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

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

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

File Description	Document
Institutional data in the prescribed format	View Document
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)	View Document

2.2 Student Teacher Ratio

2.2.1

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

Response: 38.71

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:

Innovative Method	Description
Experiential Learning	**The students are encouraged to interact and engage with the real world.. Subjects where experiential learning is of prime importance are photography, sound, cinematography**
Role Play and enactment	**Enactment and role plays helps the students with the characterisation which is the core of subjects at both undergraduate and postgraduate level. Subjects where role plays and enactment are primary teaching methods**

	are practical filmmaking, theatre and mass communication
Collaborative Learning	**Students need to learn presentation skills also. Students are assigned to make PowerPoint presentations and make presentations for holistic development**
Case Study	**Problem Solving techniques are an important tool for teaching concepts to students. Media based case studies are an important research method for students to look for solutions to a real life situation**
Flipped Classroom	**This is a research based learning tool to increase the active learning process of the student. Students are assigned topics, wherein they have to do the research at home and present the topic in class**
Project based Learning	**The students learn the process of research both theoretically and experientially. The students have to select a topic and do a research project in written or documentary format.**
Learning through extracurricular and co-curricular activities	**Clubs like Rotaract and NSS inculcate values of social service. Clubs like Women Development Cell, Film & Photography Club, Literati Club, Advertising & Branding Club teach organising skills to the students**
Research and Blogs	**The students have access to updated study material written by the faculty in the blogs & Faculty mag that are uploaded on the research page of the DGMC website**
Add on Courses	**DGMC has curated various short term Certificate and Diploma Courses for the students. These courses are designed and delivered by Industry Professional**
Workshops	**Workshops are organized to enhance the knowledge of students as per industry standards**
TAP	**Training and placement opportunities are provided to students, wherein they are made industry ready and taught soft skills, presentation skills, resume writing, understanding self, portfolio making, and listening and writing skills. These sessions are over and above the curriculum.**

The ICT infrastructure and the tools enormously assist the teaching learning process in the college.

Faculties and students are assigned unique email IDs for identification as DGMC students and faculties. The classrooms are ICT enabled. The college offers one floor dedicated to the studio along with a Chroma setup, Editing room and recording room. The various ICT tools are: WIFI, Student Portal, Smartboards, Ebrary, Databases, College website, Social media pages of college, N-list, DOAB, DOAJ, JSTOR, and have access to RSET's Highwire Press, NDIL, Project Gutenberg, Rare Book Room, Rare Books and Manuscripts, Universal Digital, TKDL, World e-book library, American Library, ASCI, E-Shodhsindhu, Yamaha Sound Mixer, DBX Headphone amplifier, Pro-tools 9, Canon Digital SLR camera, Canon Camera Lens, Peevay Analog Mixer, Projectors & Roland MP3 & Weave Recorder . College also has a well-equipped computer lab with all latest licensed software like adobe suite (Adobe After Effects, Adobe Animate, Adobe Dreamweaver, Adobe Illustrator, Adobe Lightroom Classic, Adobe Photoshop, Adobe Premiere Pro) which are used for most of the subjects of BAFTNMP & BAMMC.

File Description	Document
Provide Link for Additional information	View Document

2.4 Teacher Profile and Quality

2.4.1

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

Response: 100

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

2021-22	2020-21	2019-20	2018-19	2017-18
14	10	12	10	08

File Description	Document
Sanction letters indicating number of posts sanctioned by the competent authority (including Management sanctioned posts)	View Document

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: 29.63

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**

2021-22	2020-21	2019-20	2018-19	2017-18
03	03	03	04	03

File Description	Document
Institution data in the prescribed format	View Document
Copies of Ph.D./D.Sc / D.Litt./ L.L.D awareded by UGC recognized universities	View Document

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:

The Internal Assessment Process followed is as per the guidelines laid down by the University of Mumbai. The examination committee prepares the internal examination schedule as prescribed in the academic calendar and is communicated to the faculty and students through e-mails, college website and notice boards apart from the teachers announcing the same in the classrooms.

The internal evaluation is done comprehensively by taking into consideration the requirement of the course. The Examination schedule, Assignment submission dates, Presentation Dates are communicated to the students way in advance through official communication and by the teachers in class.

Three sets of internal and Semester end question papers along with the answer key are set by the respective subject teachers and submitted to the examination committee. The selection of the set is wetted by the Head of the Institution. The exam is conducted as per the schedule and invigilated by a junior supervisor. Examination guidelines are provided to the students along with the hall ticket and also displayed in the examination hall. The courses which do not require the internal tests to be taken follow the assignment and project presentation and submission guidelines. The projects are designed keeping in view the course objectives. All courses create innovative industry-based projects. The assessment includes internal tests, assignments, and project presentations individually and in groups.

As the College is affiliated to the University of Mumbai, the guidelines laid by the University are followed rigorously. Assessment schemes for all courses are given by the University. Continuous assessment evaluates a student’s progress throughout the semester. The marks allotted for the

internal assessment of BAMMC Program are 25 (twenty five) . Twenty marks are earmarked for the tests/assignment/projects while five marks are allotted for class participation and attendance. The marks allotted for the internal assessment of BAFTNMP Program are 40 (Forty). Thirty marks are earmarked for the tests/assignment/projects while ten marks are allotted for class participation and attendance. Three sets of question papers are prepared to ensure transparency and curb any malpractices.

75% attendance is required as an eligibility criterion for the external examinations as prescribed by the University of Mumbai, ordinance 6086 and is promoted by the Management throughout the year. Students not fulfilling are required to present their case before the Attendance Committee. The Committee takes strict cognizance of each case and after a lot of deliberations, the student is either condoned or debarred.

The institute is also stringent about malpractices and use of unfair means by the students during the examination. The examination guidelines prescribed by the University of Mumbai, ordinance 5050 are followed by the institute. Students found guilty of any unfair means are presented before the Unfair Means Committee. The quantum of punishment is based on the compendium provided by the University of Mumbai.

Once the results are declared, a notice for filing for revaluation and Photocopy of the external exam is put up on the notice board and on the college website. They are given 07 days' time to fill in the form and in case there are any grievances, they are addressed by the Examination Committee.

File Description	Document
Upload Additional information	View Document

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:

Program outcomes and course outcomes are discussed with the students. The subject teachers state their importance to the class and explain their inclusion in the curriculum. They are also explained during the orientation program.

Respective teachers, before starting the teaching learning sessions, discuss these outcomes during their earlier sessions. This gives students a fair idea of the program in general and respective subjects in particular.

The program outcomes and course outcomes are also published on the college website and the

student handbook, and the prospectus which allows students to scan the program and make an informed decision before joining the program of the college.

B.A.(FTNMP)- To prepare students in the production aspects of Film Television and New Media, as required by the present media environment, to empower the students in the production and managerial aspects of the media business.

https://dgmc.org.in/ba-ftnmp-course/

B.A.(MMC) – To equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms to make learners develop a global awareness of political, social, and corporate issues, to equip learners an ability to create and design emerging media products.

https://dgmc.org.in/ba-mmc-course/

M.A (CJ)- To equip the learners with professional skills essential for making a career in the communication & journalism industry, Cinema, Television, OTT Platforms, social media platforms, building a foundation for research. Students would develop a global awareness of political, social and corporate matters. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

https://dgmc.org.in/ma-cj-course/

M.A.(FTNMP)- To develop creative temperament and mindset needed in the content production segment of the media industry. To take the students through the entire pipeline of the production process with regards to the content creation for various media pads, providing the students an insight into the correlation that exists between content creation and associated commercial aspects of media business.

File Description	Document
Provide Link for Additional information	View Document

2.6.2

Attainment of POs and COs are evaluated.

Explain with evidence in a maximum of 500 words

Response:

The Mission Statement of our College States:

- **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.**

The Programme Objectives set the broad guidelines as to how the program has to be delivered. It provides the rules and norms related to the examination. These norms help us to attain the results that will eventually help the students in achieving their goals.

Program outcomes of the courses include: Knowledge of business, management functions and its effective application, critical thinking , problem solving and decision making, innovation, conceptualization and creative thinking, teamwork and intercultural competence, communication ,interpersonal skills and social skills, research, analytics and business intelligence, global citizenship, ethics and governance and conflict handling, environmental consciousness and cross cutting Issues, digital capabilities and lifelong learning, problem analyses, application of tools and techniques, solution development, development of artistic talent and creativity, creation and designing of media products, global and local awareness of political, social and corporate issues, application of rhetorical principles in creative fields, community engagement, inter-disciplinary etc

Currently, the individual faculties map subject-wise attainment of objectives. The mapping helps the Institute in organizing remedial lectures for the students who are not able to perform

As per the strategic perspective plan of IQAC, the attainment levels would be further mapped with the semester end results to arrive at the holistic and comprehensive course attainment objectives.

The course structure and the practical training helps the students to participate in various activities and enhance their overall development.

File Description	Document
Upload Additional information	View Document

2.6.3

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

Response: 96.61

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

2021-22	2020-21	2019-20	2018-19	2017-18
161	144	88	60	60

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

2021-22	2020-21	2019-20	2018-19	2017-18
171	152	88	60	60

File Description	Document
Institutional data in the prescribed format	View Document
Annual report of controller of Examinations(COE) highlighting the pass percentage of final year students	View Document

2.7 Student Satisfaction Survey

2.7.1

Online student satisfaction survey regarding teaching learning process

Response: 3.01

File Description	Document
Upload database of all students on roll as per data template	View Document

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)**

2021-22	2020-21	2019-20	2018-19	2017-18
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:

The media, communication and entertainment industry in India is a consumer based sector. According to the FICCI report of April 2023, India's media and entertainment sector is the fastest growing industry and has achieved its highest revenue in the year 2022. The producers of the media content aim to produce value and high quality based content and are ready to experiment with the application of technology in all forms of media. The industry is constantly evolving and demands professionals who are adept at using the latest technology and techniques. Thus, being the premier media institute the college understands the requirements of the media industry. It provides hands-on training via the mediums of workshops conducted by the industry experts through which the students gain experience which helps them to develop and enhance their practical skills which they require to succeed in the industry.

Whereas, the faculty members cite the FICCI (Federation of Indian Chambers of Commerce and

Industry) and KPMG (Klynveld Peat Marwick Goerdeler) research reports as resource material in curriculum teaching. These reports provide a wealth of information and data about national and international developments in the field of media industry. Incorporating these reports in the curriculum teaching enhances the student learning and promotes critical thinking skills.

The institute understands the importance of research in advancing the field of media. In the year 2018, the institute published the first volume and first issue of the e-journal DGMC International Journal of Media, Communication & Management with a ISSN - 2581-673X. The first issue involved publication of

In May 2020, when covid-19 pandemic and lockdown was present worldwide, Deviprasad Goenka Management College of Media Studies was one of the few institutes in Mumbai to conduct a research study on impact of lockdown on the lives of students and parents. It involved a survey of 273 participants. The survey was framed to understand the impact of lockdown on daily aspects of human life. Based on the findings of the study, the institute organized a webinar on how to unlock the young minds.

With an aim to instill the mechanism for research, the institute established a research committee in the academic year 2021 - 2022. The committee aims to engender innovative ideas and to build the structure for national and international research collaborations.

In the year 2021, the institute has proposed to publish its own annual international journal titled 'International Peer Reviewed Journal of Media Communication and Management of DGMC'. The title of the journal has been verified by The Registrar of Newspapers For India, Ministry of Information and Broadcasting, Government of India, in the academic year 2022- 2023.

The committee also focuses on enhancing and promoting the research culture and research ethics amongst faculty members and students. In the year 2021 - 2022 the committee organized an anti-plagiarism workshop for its faculty members.

Whereas, in the upcoming academic year, the Research Committee of the institute focuses on actively exploring options to secure funding opportunities and developing innovation ecosystems for our students and faculty members.

File Description	Document
Provide Link for Additional information	View Document

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: 10

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

2021-22	2020-21	2019-20	2018-19	2017-18
4	3	3	0	0

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

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: 0.04

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

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	1	0	0

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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: 0.04

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**

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	1	0

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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:

With the mission and vision of inculcating the sense of selfless service, moral values and stressing on the importance of imparting social responsibility, social awareness, and development of social systems, RSET's Deviprasad Goenka Management College of Media Studies organises social awareness, services oriented initiatives through the channels of Rotaract Club and Women Development Cell.

Rotaract Club has been organising numerous activities, focusing on different sectors of the society. The aim is to cultivate the social consciousness amongst the students of DGMC by organizing and participating in the projects at the local, regional, as well as national level.

The Rotaract Club of DGMC conducts the flagship activities every year which are aimed to impart the values like Gender Sensitization, Nationalism, Compassion, Health awareness, etc.

Along with this, the club has been organizing awareness activities essential in this digital era. It organized sessions on cyber security for two consecutive years. The club also took initiatives in the education sector. An activity 'Rang De' was conducted where the volunteers painted the walls of a Municipal School in Malad, Mumbai.

To educate the volunteers about the culture and life of tribals, the club visited the Dhamkhid Village. With an intention of gaining knowledge about the villagers' cropping patterns and also to get a better understanding of their yield and incomes the club conducted following activities as a part of village mapping and season mapping

To season the map, the volunteers made a huge rangoli on the ground in a circular shape and

divided it into 12 parts. Each part of the circle represents each month of the year. The colors filled in it represented the type of crop that is grown during that particular month.

Problem Tree analysis was conducted to understand the difficulties they face regularly, the volunteers made a problem tree where everyone came forth to share the issues they face collectively.

The club has also contributed to the project Guiding Lights organized by Rotaract District 3141. Through events like Valentine Day drive (token of gratitude to Covid Warriors) and Holi celebration with the orphanage, the club has become successful in imparting the value of compassion amongst its volunteers, in the following year 2022 - 2023, the Rotaract Club of DGMCMS took more initiatives of community service.

Adding to the Rotaract club, the Women Development Cell of DGMC also organizes sessions and workshops for the students as well as faculty members.

In the year 2020 - 2021, The Women Development Cell conducted a workshop on 'Sexual Harassment at Workplace' and organised a 'webinar on Chanding Roles of Women amidst Covid Lockdown'. The WDC has also been trying to develop sensitivity amongst students by allowing them to share their perceptions about gender issues. It opened up a platform for students by organizing a minute film competition titled and themed 'The Women'.

Whereas in the year 2021 - 2022, the Women Development Cell organized workshops on 'Handling Sexual Discrimination in the Classroom' for the Faculties.

File Description	Document
Provide Link for Additional information	View Document

3.4.2

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

Response:

The institute has not received any awards/recognitions from Government or Government recognised bodies, but Deviprasad Goenka Management College of Media Studies organizes several extension activities through the vehicle of Rotaract Club. The institute has been appreciated for the extension initiatives conducted for community development. In the year 2021-2022, the Rotaract Club received two certificates titled, Certificate of Achievement for Project Guiding Lights by Rotaract District 3141 and Certificate of Appreciation for Outstanding Project in the New Concept Category for the project Shades and Spectrum by Academy for Awarding Rotaract Achievements. In the same year, the Club received Certificate of Appreciation for Support in World Responsible Youth India (WRY) by World Responsible Youth.

File Description	Document
Provide Link for Additional information	View Document

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: 18

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**

2021-22	2020-21	2019-20	2018-19	2017-18
09	08	0	1	0

File Description	Document
Institutional data in the prescribed format	View Document
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	View Document

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: 35

File Description	Document
Summary of the functional MoUs/linkage/collaboration indicating start date, end date, nature of collaboration etc.	View Document
List and Copies of documents indicating the functional MoUs/linkage/collaborations activity-wise and year-wise	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

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:

The DGMC campus offers impeccable facilities with professionally equipped latest learning technologies to enhance student experience. It houses ICT Equipped Classrooms, a Library, a Shooting studio, a Sound Lab, a Production control room, a Colour grading lab, an iMac Lab equipped with the latest technology, Mentor's Corner for Faculty, NSS Room, Girls common room, Conference and Meeting rooms, and a large capacity Seminar hall. The campus is disabled-friendly, air-conditioned and Wi-Fi enabled.

The Madho Prasad Saraf Seminar Hall is a large capacity smart classroom, created with the view of creating an indoor Amphitheater / Seminar Hall. It occupies an area of 1446.24 sq. ft. and seating capacity of 90 people. It is a soundproof hall, equipped with a multimedia projector and an amplifier plus sound system.

The Classrooms are equipped with Computer systems, projectors, screens, and sound systems. There are 10 classrooms, having a seating capacity of 30 – 60 students.

The Shooting Studio is equipped with Kino lights, D4R Lights, SOP Boxes, EI Tripod, Fly-cam DSLR Body Vest, Track Trolleys, a Mini-jib, Chroma-key backgrounds for creating effective VFX and latest digital cameras, 4k camcorders and lenses.

The Mac lab is equipped with 22 Apple iMac workstations, a projector and a sound system. It has the latest software like Adobe Photoshop, Adobe premiere pro, Adobe after effects, Autodesk Maya, Lens Studio, Adobe Audition, Digital Pen tablet and other creative suites necessary for our coursework.

The Sound Innovation lab provides one of the best equipment for mixing, editing, mastering, arranging, Sound design and contemporary music production, ADR and Voice over recording, The lab has industry standard hardware and software such as Pro Tools, Logic Pro, Cubase and Nuendo.

The Library has a collection of 3659 books and subscribes to around 50 journals and consists of a seating capacity for 40 students at one time, a photocopy and printing setup and an E-library facility.

Cultural Activities: DGMC is active in organizing cultural events like Celebration of the Marathi language Diwas, Ganesh idol making workshop for Ganesh Chaturthi, Annual college festivals M.I.A. and Cine Voyage. The college hosts several clubs like Rotaract, Literati club, Fine Arts club, Photography club and many more.

Facilities for cultural activities / Extracurricular activities

- **Open-air Ground (PDSA, 1200 capacity) – College Annual Day and Sports Day is organized here**
- **Madho Prasad Saraf Seminar Hall- air conditioned**
- **Durgadevi Saraf Auditorium- air conditioned, seating capacity of 350 person**
- **Ground floor foyer used for exhibitions, sales, event promotions**
- **Large classrooms**
- **NSS Room**

Sports and Games:

Pravin Chandra D Shah Sports Academy (PDSA) is a state-of-the-art sports facility in Mumbai for the students studying at the various institutions of RSET. The sports academy sprawls across a massive 24,000 sq. ft. area. It has been designed by a sports management company with all-weather turf being imported from New Zealand, meeting international standards.

The PDSA turf includes facilities for:

- **Cultural events**
- **Outdoor Game**
- **Sports equipment like badminton rackets, shot-puts, javelin and discs**

File Description	Document
Provide Link for Additional information	View Document

4.1.2

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

Response: 4.78

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

2021-22	2020-21	2019-20	2018-19	2017-18
17.91	21.26	1.82	0.08	11.03

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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:

The Library, called SMT. Prabhdevi Banwarilal Saraf Library was established in the year 2014 and it plays a vital role in the development of any student & teacher by enhancing the cause of education and academic research. The Resource Centre is located at 5th floor of DGMC and it houses more than 3800 Syllabus and Reference books, 69 journals and periodicals. The library also has an E-Library section, wherein members can access library E Books and E-Journals

Automation is done with the help of KOHA software and a bar-code system. The Reading room area is brightly lit with comfortable seating. The library remains open from 8:00am to 6 pm from Monday to Friday, and till 3pm on Saturday. Library also facilitates the Inter Library Loan facility with other institution libraries on the campus.

Library is a very important part of the teaching learning process and the Library committee has recently taken the initiative to update the library with the latest edition of books required for the coursework.

The Library suffered from lack of accession during the Covid 19 period that is 2020-2022. However, the committee took it upon themselves to make the online learning experience seamless. Coursework books were downloaded online via PDF drive and provided to students through Google drive. Learning Management systems were used for conducting effective Internal Assessment examinations and final examinations as well. The system initially used was by Gold Academy followed by Eklavya, as per the university guidelines.

Post Covid-19, the library systems have been updated along with addition of several books, journals and e-resources.

Few Salient Features of the Resource center are:

- **RSET Online Catalog facility**
- **Books have been barcoded**
- **Uses the DDC (Dewey Decimal Classification) for classification of books**
- **Books have been arranged subject-wise for easy reference**
- **Remote access for subscribed e-resources has been provided through the DGMC Portal**
- **Institutional Repository E.g. Question Paper, Research Dissertations, Faculty Publications**
- **Course materials are shared on Google classrooms.**
- **Print outs and scanning facility**
- **Library Orientation and Induction programme, Training sessions for all the databases for new students and staff are conducted every year**
- **Current Awareness Service (CAS) – Newspapers, new arrivals and Current Contents for Journals & Magazines also Selective Dissemination of Information (SDI) service – As per the domain requirement, sending newspaper articles and related service has been provided to the faculty members.**
- **Special collection of Book sections – Mahatma Gandhi, Swami Vivekananda, International Authors, Must Read books etc**
- **Name of the ILMS software : KOHA ; Version: 22.05.07.000**

- **Databases subscribed is American Dosti House by US Consulate General and Advertising Standards Council of India**
- **Through our shared Digital E library portal with RSET we have access to the following:**
- **National Digital Library (NDLI)**
- **NDLTD**
- **N-List**
- **High wire Press**
- **Traditional Knowledge Digital Library**
- **Directory of Open Access Books**
- **Directory of Open Access Journals**
- **Rare Book Room**
- **Project Gutenberg**
- **E- Shodhsindhu / Shodhganga**

Annual expenditure of purchase of books/e-books and subscription to journals/e- journals year wise during last five years (INR in Lakhs)

2017-18	2018-19	2019-20	2020-21	2021-22
4.20	4.18	2.17	0.45	0.82

File Description	Document
Provide Link for Additional information	View Document

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:

DGMC strives towards maintaining a sustainable ICT enabled environment and serves to provide resourceful means of infrastructure for the benefit of the student community and their academic and research activities to realize the potential it holds.

Each classroom at DGMC is WiFi enabled. The teaching learning process takes place through specific learning systems and through the use of Projectors and presentations. This makes the learning experience for the student more visual. There are 33 Windows PCs in the college, each of which has a processor of Core i3, upto 500GB space, Windows 10 PRO.64 BIT and a RAM of 4GB and 27 iMac with mac OS Sierra 10.12.6.

The Internet bandwidth of 65 MBPS is available for the smooth functioning of the academic and administrative work. DGMC web domain is registered and a website is regularly updated with latest information. Students have dedicated login and all the information pertaining to them is available on their webpage. The email ID's of staff and students for DGMC are created through Google, and through this they have access to the entire Google suite. The course related information, documents, presentations and notes are shared with the students through Google classrooms and Google documents. Course assignments are submitted virtually for final evaluation as well. An ERP system is available for various administrative functions like Admission, Order of stationery, Vendor Management.

Year	Internet Bandwidth
2017-2018	32 Mbps
2018-19	32 Mbps
2019-20	32 Mbps
2020-21	50 Mbps
2021-22	65 Mbps
2022-23	65 Mbps

Computer Lab: There is a dedicated Computer lab for the student with 22 iMac computers. These computers have a processor of Core i5, 1 TB space, Mac OS Sierra 10.12.6 and 8GB RAM. The Antivirus used in these systems is by Kapersky. Students can access the lab for their research work, multimedia work and editing work. The iMac Lab also has software like Adobe Photoshop, Adobe premiere pro, Adobe after effects, Autodesk Maya, Lens Studio, Adobe Audition and other creative suites necessary for activities like design and edit and core to our coursework. The lab is also equipped with a Digital Pen tablet, a premier technology in creative design. The student can access the iMac Lab during their free time between 7:30am and 5:30pm to accomplish individual work using the Requisition form from the Administrative office. Apart from the systems in the Lab, students also have complete access to the classroom PC's, Media Lab PC's (Production control room, Sound innovation lab, Color grading lab) and additional Laptops provided by the

institution on demand for work.

Faculty attendance: A face reading biometric machine has been installed at the entrance.

File Description	Document
Provide Link for Additional information	View Document

4.3.2

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

Response: 14.65

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

Response: 37

File Description	Document
Extracts stock register/ highlighting the computers issued to respective departments for student's usage.	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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: 6.41

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)**

2021-22	2020-21	2019-20	2018-19	2017-18
10.01	9.71	15.42	16.13	18.67

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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: 3.56

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**

2021-22	2020-21	2019-20	2018-19	2017-18
19	11	26	09	06

File Description	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)	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

5.1.3

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

Response: 55.22

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**

2021-22	2020-21	2019-20	2018-19	2017-18
306	227	472	96	0

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

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

File Description	Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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: 10.92

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

2021-22	2020-21	2019-20	2018-19	2017-18
38	06	08	04	0

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

2021-22	2020-21	2019-20	2018-19	2017-18
161	144	88	60	60

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

5.2.2

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

Response: 1.09

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.)**

2021-22	2020-21	2019-20	2018-19	2017-18
04	01	0	0	0

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

5.3 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: 22

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***

2021-22	2020-21	2019-20	2018-19	2017-18
06	11	03	02	0

File Description	Document
Institutional data in the prescribed format	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

5.3.2

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: 20.8

5.3.2.1 **Number of sports and cultural programs in which students of the Institution participated**

year wise during last five years

2021-22	2020-21	2019-20	2018-19	2017-18
40	45	11	02	06

File Description	Document
Upload supporting document	View Document
Institutional data in the prescribed format	View Document

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:

Deviprasad Goenka Management College of Media Studies is in the process of establishing an alumni association. The college has an alumni portal on the college website, and is seeking to initiate the alumni association process.

In the formation of the alumni association process, the college is considering forming a committee which will be responsible for organizing events and activities to bring alumni together and promoting the benefits of joining the alumni association.

Although the college doesn’t have a registered association in place, the alumni portal has functioned as a platform for the alumni to come together and communicate. The institution also prides itself on creating students who have gone on to hold reputable positions in the industry. Such alumni have contributed to the institution in many ways.

CONTRIBUTION OF DGMC ALUMNI THROUGH NON-FINANCIAL MEANS

Guiding Stars:

The Alumni act as mentors to undergrad students through various events like panel discussions. Alumnus also often share their industry experiences and corporate insights as well as practical nuances of the field to our current students.

Guest Lecturers:

The prestigious Alumni are often invited as guest lecturers, paper presenters for various college programs to share their industry insights and through that interaction current students learn a lot.

Prestigious Alumni are invited as a Guests of Honour on Annual Day function and College festivals MIA and Cinevoyage.

Referrals:

The word-of-mouth praise is the most effective marketing tool, influencing the potential customer and the alumni do appreciate and put up the favourable reviews across platforms.

The alumni act as brand ambassadors and refer the college to their friends, family, relatives, neighbourhood etc. Being able to give back in ways like these illustrates a cordial relationship that may continue for years to come. In addition, these relationships often influence others to appreciate the institution and the positive impact it makes on the lives of the students. Giving back is the ultimate return-on-investment that becomes a win-win for the institution as well as the student.

File Description	Document
Provide Link for Additional information	View Document

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:

Institutional Governance Mechanism and Policies

DGMC is a leading institute for media and communications that boasts cutting-edge facilities.It is a Hindi minority institution run by Rajasthani Sammelan Education Trust (RSET). It has pioneered in providing educational opportunities to various sections of society, and promoting social and educational activities.

DGMC provides undergraduate and postgraduate programs in Communication and Filmmaking, as well as autonomous Post graduate programs in media-related areas like Integrated Marketing, Advertising and Communications, Event Management. Students, researchers, and industry experts collaborate at DGMC for diverse career opportunities.

Governance

The College is governed by RSET & is an unaided institution affiliated to University of Mumbai. It is funded in operation as per the norms and procedures laid down by the UOM.

The top-level management with the Principal of the College frames the policies and plans with the involvement of the staff members.

The Governing body formulates policies in line with stated vision and mission of the college which percolates in the organizational hierarchy.

The institution is headed by Principal (HOI), team consisting of Registrar, Teaching and Non-Teaching staffs.

The Principal allocates various committees to teachers. The teachers assigned to the respective committees along with student members discuss and arrive at a decision about the activities to be conducted during the Academic year with the approval of the HOI.

The College Development Committee (CDC) as the apex body, demonstrates authoritative power and formulates policies and is often assisted by IQAC.

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.**

The Institute prioritizes the overall development of students and offers industry-relevant programs like field visits & internships. It employs student-centred pedagogy and provides modern facilities. The Institute also encourages students to participate in social events to cultivate ethical values.

Participation of teachers and non-teaching staff in the decision-making bodies:

Involvement in decision-making bodies like IQAC and CDC is encouraged for both teachers and non-teaching staff. Staff meetings and departmental meetings are held regularly to gather opinions and suggestions for academic and administrative decisions.

Participation of Stakeholders: The College conducts regular meetings with students, parents, alumni, and members of IQAC, CDC and other academic and administrative bodies for encouraging the participation of stakeholders.

Decentralization: To ensure smooth operation of the college, top management supports

decentralization. The Principal, Co-ordinator and Committee Convenors are given autonomy to make decisions for academic and extracurricular activities, which are communicated to the Principal for approval.

File Description	Document
Upload Additional information	View Document

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:

The functioning of the Institution is effective and efficient. This is visible because the institutional bodies work with proper co-ordination and communication. The organogram simplifies the understanding of the administrative setup of the College. All the administrative policies and procedures are followed as required by the regulatory authorities.

DGMC, has a Governing Body that makes decisions based on stakeholder input and committee recommendations. The Trust's President is the Chairman, while the Honorary Secretary and Chairman approve strategic decisions and provide financial support. The Principal manages daily operations, and the IQAC prepares a prospective plan for the CDC to review and approve. The College Development Committee (CDC) as the apex body demonstrates authoritative power and formulates policies and is assisted by IQAC.

Principal and College Administrative Committees

The CDC of the college takes policy decisions and leaves the day- to-day administration to the college authorities.

The Principal is the key executor of the decisions. She is assisted by the registrar, teaching and non-teaching staff.

The college has a system of working through a set of committees and associations. Each association has a convener and a set of teachers & students to assist. The committee/associations are given freedom to operate within the prescribed norms and permission given by the HOI.

Required budgets are sanctioned for college level events. Report of every major activity is given by the convener of the committees/associations to the Principal. The decision-making procedures are made at appropriate levels in the Organizational Hierarchy.

The University/Government guidelines are also considered while developing the various committees of the institution.

College Development Committee

The CDC nominated by the trust ensures the smooth functioning of the institute, approves budgets and collaborates with the governing council to ensure compliance. It also reviews and monitors the implementation of the institute's comprehensive development plan and considers student feedback to improve its functioning.

Administrative Setup:

The administrative structure at the college is led by the Principal, with a Registrar, Teaching and Non-teaching staffs and a Librarian. The course structure includes Coordinators and Assistant Professors. The administrative staff includes positions such as Registrar, Accountant, Academic Coordinator, Exam Administrator, Placement Officer, and HR staff.

Service Rules:

For the service conditions and rules, the institute follows the rules and regulations laid down by the University of Mumbai, the Government of Maharashtra and Parent trust RSET.

Procedures for Recruitment and Promotion:

In the Institute, the recruitment is carried out in accordance with norms laid down by the University of Mumbai and promotions from time to time are governed by the norms and policies of RSET’s management.

Grievance Redressal Mechanism:

The college has a Grievance Redressal Cell, Anti-ragging Cell, and Internal Complaint Committee (ICC) for timely redressal of the grievances.

Perspective Plans:

The perspective plans of the College include:

- **Improving academic performance of the students**
- **Augmenting ICT for better academic and administrative systems**
- **Providing skill-based courses to the students**
- **Inclusion of research in teaching learning processes**
- **Being socially responsible to the stakeholders of the Institution**

File Description	Document
Upload Additional information	View Document

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

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:

It is essential to have measures in place to support the welfare and performance of employees for the success of an institution. Welfare measures and Performance Appraisal System play crucial roles in creating a positive work environment, promoting well-being, and enhancing productivity. DGMC has implemented effective welfare measures to prioritize employee well-being and performance, fostering a satisfied and engaged workforce that benefits the institution and its stakeholders.

1. Faculty Appraisal System:

A faculty appraisal form is a document used to evaluate the performance of a faculty member, typically for the purpose of determining their eligibility for promotion or tenure. The form typically includes various criteria, such as teaching effectiveness, research productivity, service to the institution, and professional development.

Some common elements of a faculty appraisal form may include:

1. **Teaching effectiveness: This section of the form evaluates the faculty member's effectiveness as a teacher. It may include criteria such as student evaluations, peer evaluations, syllabi, course materials, and teaching innovation.**

2. **Research productivity: This section evaluates the faculty member's research activity and productivity. It may include criteria such as publications, presentations, grants, awards, and collaborations.**

3. **Service to the institution: This section evaluates the faculty member's service to the institution, such as committee work, advising, mentoring, and community outreach.**

4. **Professional development: This section evaluates the faculty member's ongoing professional development, such as attending conferences, workshops, or continuing education programs**

2. Canteen Facilities:

Each employee of the DGMC irrespective of his/her rank and class is provided tea twice in a day without any charges. The employees are also eligible to avail in-house canteen facilities for their snacks and lunch. The rates of the food items are reasonably priced

3. Maternity Leave:

DGMC provides the facility of maternity leave with full salary as per the applicable rules/act of State/central government.

4. PF Contribution: (below 15000) will collect from HR:

The institute contributes its share of Provident Fund to the employees having their monthly salary below Rs. 15000/-.

5. Compensatory, Medical, Duty Leaves:

The staff members are provided with compensatory leave, medical leave, duty leave, and study leave as per the College Leave Policy.

6. Seminars and Workshops Organized:

The College organizes several seminars and workshops for the teaching and non-teaching staff on financial literacy, mental well-being, professional growth, etc.

7. Facilities for Teaching and Non Teaching Staffs : Enhancing Comfort and Convenience

- **Well equipped, air-conditioned staffroom is provided for the comfort of the faculty members.**
- **Pantry facility with basic appliances is provided.**
- **Banking facility can be availed within the college campus.**
- **Clean and hygienic washrooms for all the staff members.**

File Description	Document
Upload Additional information	View Document
Provide Link for Additional information	View Document

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

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

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	0	0	0

File Description	Document
Institutional data in the prescribed format	View Document
Copy of letter/s indicating financial assistance to teachers and list of teachers receiving financial support year-wise under each head.	View Document

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: 42.11

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**

2021-22	2020-21	2019-20	2018-19	2017-18
06	014	05	05	018

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

2021-22	2020-21	2019-20	2018-19	2017-18
12	12	12	12	12

File Description	Document
Institutional data in the prescribed format	View Document
Copy of the certificates of the program attended by teachers.	View Document
Provide Links for any other relevant document to support the claim (if any)	View Document

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:

Institutional strategies for mobilisation of funds and the optimal utilisation of resources

DGMC has been set up as a self-financing institute by the RSET, a well-known philanthropic trust engaged in promoting educational activities for more than 7 decades. The main source of funds to run the institute is from the tuition and development fee received from the students. To further compliment DGMC has introduced its own curated value added courses.

Optimal Utilization of Resource

To provide and maintain proper infrastructure facilities, required changes in infrastructure are done by the college from time to time. Budget is prepared every year well in advance as per the needs and requirements of various departments. College always focuses on effective implementation of plans and policies and using the resources optimally.

The major heads of expenses to run the institute smoothly are:

1. Capital Expenditure for enhancing and maintaining infrastructure like Building, Fittings & Fixtures, Furniture, Equipment, Computers, Library, etc.

2. Regular and Recurring expenses for payments of Salaries and allowances.

3. Administrative, maintenance & Operational expenditure as per statutory requirements.

The institute creates an annual budget to estimate and track income and expenses, including departmental costs. Additional funding may be provided by the Trust for essential expenses. The institute prioritizes spending to enhance academic quality.

Expenses on Education includes:

Admission forms and Prospectus, Affiliation fees, Events / Function expenses, E-Connectivity Expenses, Examination Expenses, Industrial Trip expenses, Magazine expenses, Prize Expenses, Salary and Allowance for Teaching and Non-Teaching Staff, Sports Expenses, Orientation / workshop / Seminar / conference expenses, Honorarium to Guest Lecturers, Membership Fees, Students Expenses, Professional Fees (Visiting Faculties), etc.

The institution conducts yearly internal and external financial audits and has appointed the IQAC to improve financial governance. As an affiliated institution, the College follows guidelines for auditing annual financial statements, using both internal and statutory auditors approved by the Governing Body and the University of Mumbai.

External Audit:

Institute appointed external auditor Shankarlal Jain and Associates. External audit is regularly conducted by the said chartered accountants & books of accounts are maintained as per the norms laid by the Accounting standards. Audit reports are submitted at the end of the year. Audited statements are available with the Institute.

Internal Audit:

Rajesh P Shah and Co. is appointed by the trust to conduct regular internal audits, and their reports are submitted to the trust. The institute also conducts prepayment audits for which JMT associates' chartered accountants are appointed. The prepayment audit involves checking the data and supporting documents for each invoice.

Purchase Process

DGMC follows a stringent process for all the purchases. A designated Purchase manager is appointed at the Trust. DGMC takes quotations for all the goods from three vendors and makes a cost comparison sheet and submits to the purchase manager at least 25 days before the goods are required. Purchase manager based on the quotation received negotiates the rates and finalized the vendor. Once the rates are finalized a purchase order is generated and an order is placed with the vendor.

File Description	Document
Upload Additional information	View Document

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 IQAC, established on December 10, 2019, aims to enhance and sustain quality in the college through various strategies. It fosters a quality culture, monitors vision and mission implementation, and prepares and executes annual development plans. It institutionalized strategies like digitization, gender equality, and strengthening extension activities.

Reviewing Teaching-Learning Process:

The IQAC conducts comprehensive assessments of the TLP to evaluate its effectiveness and alignment with institutional objectives. It examines pedagogical approaches, instructional methods, and the integration of technology to enhance the overall learning experience. Conducting classroom observations, and analyzing teaching methodologies, the IQAC identifies areas that require improvements and proposes appropriate measures.

Evaluating Structures and Methodologies of Operations:

The IQAC conducts thorough assessments of operational structures and methodologies, examining administrative processes, policies, and procedures for efficiency, transparency, and accountability. By identifying and resolving bottlenecks, streamlining processes, and implementing best practices, the IQAC facilitates smooth functioning and enables effective decision-making throughout the college.

Monitoring Learning Outcomes:

Monitoring and assessing student learning outcomes is a key priority for the IQAC. It establishes benchmarks and performance indicators to measure achievement, analyzing exam results, assessments, and feedback to evaluate program effectiveness. Based on findings, the IQAC suggests curriculum, pedagogical, and assessment improvements to enhance education quality.

Recording Incremental Improvement in various activities:

The IQAC consistently documents progress in clubs, committees, events, workshops, initiatives, curriculum, and co-curricular programs. This demonstrates the college's dedication to continuous improvement, data-driven decision-making, and creating a dynamic learning environment that meets stakeholders' evolving needs.

Some of the institutionalized initiatives taken by IQAC:

1. Training And Placement Cell (TAP)

The IQAC established a training and placement cell to prepare students for industry standards through various activities.

- **Students will be equipped with skills for academics and employment.**
- **Communication skills will be improved.**
- **Training modules include resume writing, interviews, and aptitude tests.**
- **Exposure to industry work environments and professionals.**
- **Portfolio development and specialized placement assistance will be provided.**

2. Guest Lecture Committee (Industry Academia Cell):

To Bridge the gap between Academia and Industry.

DGMC offers various initiatives to facilitate industry-academia interactions, such as organizing conclaves, inviting experts to deliver talks and panel discussions on topical issues, and guest lectures on various topics. The students have completed successful projects with companies such as Mid-Day Newspaper, Times of India, and more.

3. Enhancing Teaching Learning Practices:

The IQAC creates academic calendars, teaching plans, and time-tables for faculty and students to monitor the teaching-learning process.

4. Feedback Mechanism:

The IQAC gathers feedback from students, staff, employees, parents to ensure satisfaction and improvement.

5. Enhancing Evaluation Systems:

The college's IQAC has established technology-based protocols for internal and semester-end assessments to improve confidentiality, transparency, and evaluation oversight.

6.Enhancing structure, methodology and operations:

The IQAC aligns courses with industry requirements, regularly evaluates policies and processes, and conducts surveys and audits to monitor performance.

7. Remedial Lectures

Remedial lectures are educational sessions designed to address and correct specific learning difficulties or gaps in knowledge, helping weaker students to improve their understanding and performance in particular subjects or skills.

File Description	Document
Upload Additional information	View Document
Provide Link for Additional information	View Document

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: C. Any 2 of the above

File Description	Document
Quality audit reports/certificate as applicable and valid for the assessment period.	View Document
List of Collaborative quality initiatives with other institution(s) along with brochures and geo-tagged photos with caption and date.	View Document

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:

The vision of Deviprasad Goenka Management College of Media Studies is to produce responsible, socially committed and intellectually competent humans. This vision has made it imperative for the Institution to embrace Gender equity as a norm that runs through each of its veins. Gender equity initiatives help students by enabling access to enjoy equality in every sphere - be it resources or opportunities or accomplishments.

Students enjoy the warmth and harmony of co-education at DGMC, since its inception. Separate common rooms for girls and boys are available on each floor of DGMC. While all these common rooms are well maintained with large mirrors, 24 hours water supply, liquid hand wash dispensers, premium grade wash basins and luxury taps and faucets. The common rooms for girls are additionally equipped with sanitary napkin dispensers.

The institution provides and assures various facilities and care to promote gender equity along with a sense of security. Surveillance cameras are placed at various points to ensure safety of students. The security personnel at the entrance restricts unauthorized intruders. The College has a well-built compound wall to ensure safety and security of students.

In the long duration trips undertaken for co-curricular and extra-curricular activities, the college ensures that a female faculty accompanies the students as a guardian to cater to the special needs of female students that may arise from time to time. The service of a lady attendant is also available in the campus from 8 A.M. to 5 P.M.

Furthermore, in sports and other cultural activities, the institute ensures the creation of equal opportunities for both male and female students. In the multimedia and mass communication program curricula, the institute has opted for the electives which focus on gender and develop critical thinking ability amongst students about gender issues.

Women Development Cell: The college has constituted a Women Development Cell which exclusively dedicates itself to promoting gender equity initiatives, every academic year. The cell has, to its credit, excellently curated conferences, seminars and workshops surrounding gender centric subjects. Workshops and panel discussions on sexual discrimination, gender representation in Indian Media have played pivotal roles in raising awareness and helping students to understand the core notions of gender equity.

Every year Rotaract Club of DGMC conducts extension activities aiming to sensitize students relating to LGBTQ+ community and gender issues.

Further, there are committees such as the Grievance Redressal Committee and Discipline Committee that protect students from any menacing discomfort they may be experiencing in the campus and at times even outside, where found relevant.

File Description	Document
Provide Link for Additional information	View Document

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

File Description	Document
Policy document on the green campus/plastic free campus.	View Document

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

File Description	Document
Report on Environmental Promotional activities conducted beyond the campus with geo tagged photographs with caption and date	View Document

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:

The mentee-mentor connect at DGMC between staff and students cultivate a congenial teaching-learning atmosphere in the college both inside and outside the classroom. This "connect" fosters an atmosphere which enables the smooth and free conduction of co-curricular and extracurricular activities that venerate and propagate constitutional principles and values of national and international importance.

The student body of the different clubs and committees of the institution are motivated and encouraged to initiate more and more celebration of days and events of national and international importance with a view to sensitizing all students and staff about the regionally, linguistically and culturally invaluable ethics, values, principles and practices central to humanity.

The admission policy at Deviprasad Goenka Management College of Media Studies is streamlined in such a manner as to ensure admission of students with diverse backgrounds in terms of gender, culture, region, language, community and socio-economic groups and subgroups. Without compromising on its core values.

Our coursework for BAMMC begins with the subject Foundation course, which is the base for teaching any BA course at the university. The course sensitizes students towards the constitutional knowledge that is essential for them and makes them aware about values, fundamental rights, duties, the constitution of India and their obligation towards becoming a responsible citizen.

The composition of staff - both teaching and non-teaching is diverse in religious, culture inclusive hiring practices aim to level the playing field for all applicants in order to fight against recruitment bias and any form of discrimination. Research has shown that having diverse talent on board leads to higher levels of productivity, innovation, and performance.

Remember that diversity can be based on different types of people and intersectionality within those types. Most often, gender and race are mentioned as defining diversity, but there are also generational, neurodiversity, ability, veteran status, and other factors to consider

To achieve this, DGMC walks the extra mile by conducting outreach programs for inviting admissions from different locations of the country. Complimenting this admission structure, the institute provides an inclusive and conducive environment for students to be involved in various activities throughout the year.

The place of Art in education has become increasingly tenuous because of its transformative impact. Students of DGMC are involved in art, painting and craft throughout the year.

File Description	Document
Upload Additional information	View Document

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

Campus to Corporate

1. Title of the Practice

The college's Training and Placement Cell (TAP) creates a reliable threshold for students to seek, explore and build career opportunities by nurturing them with industry relevant training and deserving job placements.

2. Objectives of the Practice

TAP underlines the following as its objectives: -

1. **To empower students by enhancing their employability skills.**
2. **To counsel and support them in identifying careers that best match their potential.**
3. **To help boost the confidence levels of students through soft skills training.**
4. **To prepare the students for different levels of job selection processes by training the students**
5. **To impart skill sets that correspond to industry expectations that are essential prerequisites**
6. **To facilitate placement through an industry interaction program**

3. The Context

Along with Placement, a series of pre-recruitment Trainings and Follow-Ups enable better access for students to transcend, thus optimising their employability quotient and laying a foundational base for quality job placement and career building.

4. The Practice

A Training and Placement Cell is constituted to exclusively dedicate itself towards accomplishing the following:-

1. **Identifying quality job vacancies in reliable organisations.**
2. **Encouraging students to formally register for TAP for gaining access to organizations that are hiring**
3. **Training students for interviews through classes on Soft skills etc.**
4. **Creating top-notch placement opportunities with higher packages for skill deserving placements.**
5. **Scheduling meetings, Group Discussions, interviews or/and any other tests relevant for job selection.**
6. **Brainstorming and structuring the design of an industry relevant TAP curriculum to impart placement training.**
7. **Scheduling TAP sessions systematically throughout the year for students in three levels**
8. **Establishing industry relations through mediation and negotiation**
9. **Evaluating the progress of students on the basis of monitoring and constructive feedback from time to time.**

5. Evidence of Success

- **The gradual increase in the quantity of internship and placement record of students, year after year keeps the TAP team motivated.**
- **The gradual increase in the quality of the brands and MOU's**

6. Problems Encountered and Resources Required

The following have been identified as challenges that the TAP seeks to address:

- **Motivating students to undertake technically demanding and socially relevant assignments during training.**
- **Attracting a wider range of top quality companies for campus recruitment.**
- **Enhancing the quality of student input**

- **Improvising the linguistic and soft skills of students**

Even though these problems are faced, the institution designs a seamless transition method for those students who register for TAP.

Best Practice – 2

Rotaract Club

1. **Title of the Practice**

RCDGMC a means to give back to the Community

We consider Rotract club as one of our best practices because being a Media school students here are more inclined towards learning through films. However, being an educational institution we realize that it is essential for the students to be exposed to real life situations. Through this club we sensitize students toward the society and urge them to use creativity of media productions to enhance development and give back to the community.

2. Objectives of the Practice

- **To promote the mission and vision of Rotaract through the means of Rotaract related activities.**
- **To stay true to our goals, be courageous and work towards conquering targets together.**
- **To advance understanding, goodwill and peace through the campus and outreach activities**
- **To inculcate the spirit of self-development and empowerment**
- **To encourage participation through inducting active and engaged members in order to provide service to the communities**
- **To organize several socio-cultural events in addition to community outreach programs to instill a feeling of unity and integrity amongst the students.**

3. The Context

Rotaract works to transform communities. The RCDGMC club was established in order to give a unique exposure to core media students. We feel that a touch of this developing world is essential to establish a broader outlook towards the world. Participatory communication is the core values of this club. The greatest challenge however is to make students sensitive towards this new medium of learning.

1. **The Practice**

The practices of RCDGMC can be discussed and analysed under the following:

1. **Community Service: The Club actively engages in various community service projects aimed at making a positive impact on society.**

2. **Leadership Development: Students have the opportunity to hold leadership positions within the club, such as president, vice president, secretary, and project coordinators.**

3. **Professional Networking: They organize guest lectures, seminars, and workshops featuring professionals from various industries, including media and management.**

4. **Personal and Professional Development: The club organizes skill-building workshops, training sessions, and career development programs**

5. **Social and Cultural Activities: the club also organizes social and cultural activities.**

Through these practices, the students learn and gain knowledge about pressing social issues and contribute to the betterment of the community.

5. Evidence of Success

The RCDGMC since its inception has done several activities effectively and achieved great results:

- **Releases newsletters every year**

- **Organizes Beach clean-ups along with its club members to increase public awareness of marine pollution.**

- **Celebrates Dil-Wali Diwali with young community children, orphanages and old age homes.**

- **Celebrates World Humanitarian Day and commemorated International Day of the World's Indigenous People on 19th August by visiting a tribal village located in Palghar (Damkhind) This event was called Becoming Tribal Literate.**

- **Konkan Flood Relief Drive was another initiative taken up during the floods that had severely affected the Konkan areas, especially Chiplun.**

- **Will of Fire invites budding entrepreneurs, activists and people who initiated some change in the society.**

- **Holi Celebration by RCDGMC at Swami Nityanand Ashram.**

6. Problems Encountered and Resources Required

RCDGMC faces various challenges in its pursuit of community service and leadership development:

· Maintaining a motivated and committed membership base requires continuous efforts

· Balancing academic commitments with Rotaract activities can be demanding for college students. However, the self-motivation of students makes this easier.

· Rotaract clubs typically have annual leadership transitions, with new members assuming leadership roles. Ensuring a smooth transition and effective knowledge transfer can be challenging.

Despite these challenges, the club has overcome them through proactive problem-solving, teamwork, effective communication, and by leveraging the resources and support available within the institution.

File Description	Document
Best practices as hosted on the Institutional website	View Document

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:

Media Labs at DGMC – Enhancing Academics

The DGMC campus offers state-of-the-art facilities with professionally equipped latest learning technologies to enhance student experience. Not only does it house ICT Equipped Classrooms and facilities, but it goes above and beyond other institutions in providing Media Labs for carrying out various domain specific academic activities for a holistic experience and development.

The campus houses several media labs, namely, a Shooting studio, a Sound Lab, a Production control room, a Colour grading lab, an iMac Lab equipped with the latest technology for editing and VFX.

Media Lads contribute immensely to the learning experience of the students as in these labs the students work with the latest software and equipment that are in accordance with the media industry standards. The practical experience in these labs makes it easier for students to work effectively in everyday scenarios. From handling the latest 4k cameras to using software like

Nuendo and Adobe suites, these labs equip students with skills that enhance their academic learning and prepare them for professional transitions.

The college organizes Media Ice Age (MIA) and Cinevoyage as its annual festival. The event hosts several media related activities from performing arts to debate to short film screenings created by students. Cinevoyage is an International Film Festival organized by Deviprasad Goenka Management college of Media studies. The festival is open to any film in any genre from minimum 5 to maximum of 15 minutes length according to the theme selected for that year. To be part of these events students are first trained, and they hone their skills through the means of these labs which then is transformed into a film that is premiered at Cinevoyage.

The learning delivery systems are designed in a way that the usage of these labs is essential and extensive. The institution makes sure that each student has access to these learning systems and they make the most of it in order to become trained media professionals.

The labs at the institution are as follows:

The Shooting studio: The shooting studio in DGMC is a hub of activity where students explore their creative potential, learn and experiment with newer methods of filmmaking. We have the largest chroma shooting floor, compared to any media college in Mumbai, equipped with a modular overhead lighting grid with lights. In terms of accessories, we have a track and trolley set up, multi-cam setup with a PCR (Production Control Room), video switcher, audio mixer, microphones, all of which make it a best in class for any student to learn at an institute. The Shooting Studio is also equipped with Kino lights, D4R Lights, SOP Boxes, EI Tripod, Fly-cam DSLR Body Vest, and latest digital cameras, 4k camcorders and lenses.

The Sound Innovation lab provides one of the best equipment for sound mixing, editing, mastering, arranging, Sound design and contemporary music production, ADR and Voice over recording, The lab is well equipped with industry standard hardware and software such as Pro Tools, Logic Pro, Cubase and Nuendo.

The Color Grading Lab: Color grading is a process that photographers use to change the visual quality/tone of an image. In a nutshell it maneuvers the colors of a video or photograph. We use the latest, industry recommended software and hardware for the process of color grading and train our students on iMacs with softwares like DaVinci resolve. DaVinci Resolve is a color grading, color correction, visual effects, and audio post-production video editing application for macOS, Windows, and Linux, developed by Blackmagic Design.

The Mac lab is equipped with 22 Apple iMac workstations, a projector and a sound system. It is equipped with the latest software like Adobe Photoshop, Adobe premiere pro, Adobe after effects, Autodesk Maya, Lens Studio, Adobe Audition, Digital Pen tablet and other creative suites necessary for activities like design and edit that are core to our coursework.

The infrastructure provided at DGMC makes it a pioneer and distinctive institution providing excellence in training and education to students, making them industry ready and making their journey into the corporate world seamless.

File Description	Document
Appropriate web in the Institutional website	View Document

5. CONCLUSION

Additional Information :

This report has been prepared following the guidelines of NAAC and reflects the academic and administrative functions, and activities that happened during the past years in the college. This report focusses on the criteria laid down by NAAC and it will be our endeavour to examine our strengths, assess our weaknesses, and accumulate the opportunities offered in higher education and to be prepared for the challenges that are at the forefront.

Concluding Remarks :

The management strives to provide state-of-the-art facilities and infrastructure in a city that is constrained for space. The college believes that institutional improvement is a fundamental element in quality assurance and utmost efforts are made to enhance every aspect of the academic experience.

6.ANNEXURE

1.Metrics Level Deviations

<table>
<tr><td>Metric ID</td><td>Sub Questions and Answers before and after DVV Verification</td></tr>
<tr><td>1.3.2</td><td>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
Answer before DVV Verification : 183
Answer after DVV Verification: 152</td></tr>
<tr><td>2.1.1</td><td>Enrolment percentage

2.1.1.1. Number of seats filled year wise during last five years (Only first year admissions to be considered)
Answer before DVV Verification:
<table>
<tr><td>2021-22</td><td>2020-21</td><td>2019-20</td><td>2018-19</td><td>2017-18</td></tr>
<tr><td>252</td><td>169</td><td>223</td><td>132</td><td>117</td></tr>
</table>
Answer After DVV Verification :
<table>
<tr><td>2021-22</td><td>2020-21</td><td>2019-20</td><td>2018-19</td><td>2017-18</td></tr>
<tr><td>250</td><td>119</td><td>223</td><td>120</td><td>117</td></tr>
</table>
2.1.1.2. Number of sanctioned seats year wise during last five years
Answer before DVV Verification:
<table>
<tr><td>2021-22</td><td>2020-21</td><td>2019-20</td><td>2018-19</td><td>2017-18</td></tr>
<tr><td>420</td><td>360</td><td>360</td><td>144</td><td>120</td></tr>
</table>
Answer After DVV Verification :
<table>
<tr><td>2021-22</td><td>2020-21</td><td>2019-20</td><td>2018-19</td><td>2017-18</td></tr>
<tr><td>420</td><td>360</td><td>360</td><td>120</td><td>120</td></tr>
</table>
Remark : Input edited from data template.</td></tr>
<tr><td>2.4.1</td><td>Percentage of full-time teachers against sanctioned posts during the last five years

2.4.1.1. Number of sanctioned posts year wise during the last five years
Answer before DVV Verification:
<table>
<tr><td>2021-22</td><td>2020-21</td><td>2019-20</td><td>2018-19</td><td>2017-18</td></tr>
<tr><td>17</td><td>17</td><td>12</td><td>06</td><td>06</td></tr>
</table>
Answer After DVV Verification :</td></tr>
</table>

2021-22	2020-21	2019-20	2018-19	2017-18
14	10	12	10	08

Remark : Input edited from supporting documents.

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)***

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**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
3	3	4	5	4

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
03	03	03	04	03

Remark : Input edited from supporting documents.

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:

2021-22	2020-21	2019-20	2018-19	2017-18
0	1	3	2	0

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
0	0	1	0	0

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:

2021-22	2020-21	2019-20	2018-19	2017-18

12	10	0	1	0

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
09	08	0	1	0

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:

2021-22	2020-21	2019-20	2018-19	2017-18
0.65	0.10	3.14	4.74	21.68

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
17.91	21.26	1.82	0.08	11.03

Remark : Input edited considering only infrastructure items.

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:

2021-22	2020-21	2019-20	2018-19	2017-18
65.97	63.58	86.25	84.22	60.65

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
10.01	9.71	15.42	16.13	18.67

Remark : Input edited as per the expenditure incurred on maintenance of physical facilities and academic support facilities excluding salary component.

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

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**

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
306	227	379	96	0

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
306	227	472	96	0

Remark : Input edited from supporting documents.

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 : Input edited from supporting documents.

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:

2021-22	2020-21	2019-20	2018-19	2017-18

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

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
174	152	90	61	60

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
161	144	88	60	60

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:

2021-22	2020-21	2019-20	2018-19	2017-18
04	01	0	0	0

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
04	01	0	0	0

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:

2021-22	2020-21	2019-20	2018-19	2017-18
40	45	11	02	07

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
40	45	11	02	06

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:

2021-22	2020-21	2019-20	2018-19	2017-18
6	14	5	5	18

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
06	014	05	05	018

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

Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
2	4	4	0	4

Answer After DVV Verification :

2021-22	2020-21	2019-20	2018-19	2017-18
12	12	12	12	12

Remark : 6.3.3.2- Input edited from IIQA.

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.**

Answer before DVV Verification : B. Any 3 of the above
Answer After DVV Verification: C. Any 2 of the above
Remark : Input edited from supporting documents.

2.Extended Profile Deviations

ID	Extended Questions
1.1	**Number of students year wise during the last five years** Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
542	495	421	287	249

Answer After DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
0542	495	421	287	249

2.1	**Number of teaching staff / full time teachers during the last five years (Without repeat count):** Answer before DVV Verification : 25 Answer after DVV Verification : 24
2.2	**Number of teaching staff / full time teachers year wise during the last five years** Answer before DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
14	10	12	10	09

Answer After DVV Verification:

2021-22	2020-21	2019-20	2018-19	2017-18
14	10	12	10	08