

PONDICHERY UNIVERSITY
PROFILE OF THE DEPARTMENT
(FOR REACCREDITATION PURPOSE OF NAAC)

(Wherever applicable select the closest option and strike out the others which are not applicable.
 If something is Not Applicable write NA. Please use Separate Sheets wherever necessary)
(Information shall be given for the period from July 2004 to June 2009)

GENERAL INFORMATION

1. Name of the Department					Centre for Electronic Media & Mass Communication					
2. Location of Institution										
3. Name and Address of Institution										
Web/URL Home page										
Email										
4. Year (Date if available) of Establishment					15-10-2007					
5. Built-up Area in Sq. Ft.										
6. Institutional Autonomy										
7. Total Student Strength of the Department (2009)					M.Sc. (Electronic Media= 31) M.A. (Mass Communication=19)					
8. Programs Offered:										
8.(i) Post-Graduate: (Please specify courses. If necessary use additional sheets)										
Total Intake	Total Student Strength		Students from Pondicherry University		Students from Other Universities		Students from Other States		NRI Students	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
I M.Sc EM										
11	5	6	1	5	4	1	3	1	-	-
II M.Sc EM										
20	16	4	2	2	14	2	10	2	-	-
M.A Mass										
19	15	4	8	3	4	4	12	7	-	-
8.(ii) Ph.D.: (Please specify subjects. If necessary use additional sheets)										
Total Intake	Total Student Strength		Students from Pondicherry University		Students from Other Universities		Students from Other States		NRI Students	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Nil										

9. Number of Permanent Teaching Faculty	Male: 6 Female: 2 Total: 8
10. Number of Teaching Posts Sanctioned	Professor: 2 Reader: 4 Lecturer: 6 Others (Please specify): Lab. Assistant:1
11. Number of Teaching Posts Occupied	Professor: 1 Reader: 1 Lecturer: 6 Others (Please specify):

12. List of Technical Staff:							
Sl. No.	Name	Sex	Date of Birth	Date of Super-annuation	Technical	Designation	Highest Qualification
1	J.A Sanjeev Kumar	M	5.06.1971			Producer	M.A
2	S.Balamurugan	M	28.04.1981			Production Assistant	MSc
3	M.Iyyanar	M	11/05/1979			Technician	MSc, D.F.Tech
4	G. Sivakumar	M	20.08.1971			Cameraman	D.T.C
5	S.C. Hemakumar	M	24/07/1976			Lab. Assistant	M.A, PGDEM
6	M. Manamathi	F	18.02.1984			Graphics Assistant	MBA PGDAM
7	A.B.Santhosha	M	12/06/1982			Professional Media Assistant	MSc
8	D.Duraivijayan	M	04/03/1974			Shooting Assistant	D.E.C.E
9.	M.Umesan	M	12/05/1987			Lab. Attendant	I.T.I
10	V.Meenashi Sundaram	M	27.02.1978			Lab. Attendant	I.T.I
13. Number of Administrative Staff				Clerical: 1 Male: 1 Female: 1 Total: 2 Attenders: Male: 1 Female: - Total: 1 Peons: - Male: - Female: - Total:			
14. Whether the Institution has been assessed and accredited by any Agency like NAAC/NBA/AICTE/DEC/etc.?							

15. What are the admission policies in your institution? (Please strike out whichever is not applicable)	
(i) Admission based on Marks in Qualifying exam alone :	
(ii) Admission based on (i) and Entrance exam (University /State / National level): <u>YES</u>	
(iii) Admission based on (i) and / or (ii) and / or (iii) and / or Interview / Group Discussion:	
(iv) Counselling for students done before Admission:	
(v) Counselling for students done after Admission:	
(vi) Percentage of Reservations available for Admission under categories SC-2 + 1/ST-1+1/OBC /Sports-1/NRI-2/ Women / Category Percentage Internal students /Physically Challenged /Domicile of State / Other State students / Wards of employees, etc.	
(vii) Any others (please specify):	
16. Is there any review of the Admission Policy?	-
17. When was the Admission Policy reviewed of late?	-
18. How are the courses / programmes advertised?	National Newspaper University Website
19. Number of Working days per semester?	
20. Number of Teaching days per semester?	
21. Are there any policy guidelines for curriculum revision?	
22. Is there any academic body for design and / or review of curriculum?	Yes,Board of Studies
23. When was the curriculum last revised?	-
24. Are the curricula revised for all programmes simultaneously or partially?	-
25. Does the institution have credit transfer system?	Yes
26. Methods of Instruction followed	
27. Exam. System followed	
28. Is there Internal Assessment? If yes, what percentage of the total is this and in what faculty?	Yes, 60 External Exam, 40 Internal Exam
29. Is there external valuation?	Yes
30. Has the institution introduced any innovations in exam?	-
31. Are the exams held as per schedule? If not, give reasons.	Yes
32. Are the results declared as per schedule? If not, give reasons.	Yes
33. Grants received from various sources	-
34. Fee structure per annum:	

GENERAL AND INFRASTRUCTURAL FACILITIES

35. Does the Institution have Dept. Libraries? Are these connected with the main Library?	No
36. Area of the Library in Sq. Ft.	
37. Number of Books in the Library Number of Text books in the Library Number of Reference books in Library Number of Audio cassettes Number of Video cassettes Number of CD ROMS	
38. Number of Books purchased last year by Library	
39. Is there a Computer Laboratory?	Yes
40. Area of the Computer Laboratory in Sq.Ft.	
41. Number of Computers in the Institution	35
42. Number of Computers Available for use by Students	31
43. Number of Computers Available for Staff	4 (Technical Staff)
44. Is the Administration of the Institution computerized?	Yes
45. Does the Institution have an Auditorium?	Yes
46. Does the Institution have Canteen facilities?	Yes
47. Does the Institution have a Student Centre?	Yes
48. Does the Institution have facilities for Indoor Games / Reading Room / etc. ?	Yes
49. Number of Class Rooms in the Institution Number of Laboratories Number of Reading Rooms Number of Staff Rooms Number of Common Rooms Number of Rest Rooms	4 3 1 7 3 18

RESEARCH AND DEVELOPMENT

50. Are the Faculty Members Active in Research?

-

51. Research Projects Completed during last 5 years with Details:

Name of the Project	Name of the Principal Investigator	Funding Agency	Thrust Area	Total Grant	Duration with Years	Number of Publications under the Research Project	Number of Patents, if any.

52. Ongoing Research Projects, if any, with Details:

(Please use separate sheet if necessary)

Name of the Project	Name of the Principal Investigator	Funding Agency	Total Grant	Duration with Years	Number of Publications under the Research Project	Number of Patents, if any.

53. Has the Institution organized any Research Meetings During the last 5 years?		-		
54. Details of Research Meeting, if any, organized during last 5 years. (Please give separate list with full details, wherever necessary)				
Name of the Meeting	Level (National / International)	Type of Meeting (Seminar/ Workshop/ Conference/ Symposia/ Other (specify))	Number of Persons who attended (Male: Female: Total:)	Dates of the Meeting
55. Has the Department Participated in any Special Schemes like UGC DRS / DSA / COSIP / ASIST / DST FIST / DBT , others. (Please Specify).				
56. Has the Institution introduced any Innovations in Teaching (Please give details)				

INSTITUTIONAL / DEPARTMENTAL INFORMATION

57. Annual Budget of the Institution / Department during last 5 years.	
58. Research Funds per Faculty Member during last 5 years	-
59. Ratio of Students to Faculty during last 5 years	1:5
60. Ratio of Number of Applications to Available Intake during last 5 years	1:3
61. Ratio of Number of Students Appearing for Exam. to Number of Successful Candidates during last 5 years (Final exam. Only)	1:1

62. Number of Students Admitted to Various Programs (UG /PG / Certificate/ Diploma Courses) during the last 5 years

Program	Year	General		SC		ST		Cat. 1		OBC		Total	
		Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.
II M.Sc EM	2007	1	-	2	-	-	-	-	-	2	6	5	6
I M.Sc EM	2008	2	-	3	2	-	-	-	-	11	2	16	4
I M.A Mass	2008	-	1	6	2	1	1	-	-	5	3	12	7

63. Number of Student Drop-outs in Various Programs (UG /PG / Certificate/ Diploma Courses) during the last 5 years

Program	Year	General		SC		ST		Cat. 1		OBC		Total	
		Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.
I M.A Mass	2008									1		1	

64. Number of Students who Appeared for Final Exam. In Various Programs (UG /PG / Certificate/ Diploma Courses) during the last 5 years

Program	Year	General		SC		ST		Cat. 1		OBC		Total	
		Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.
II M.Sc EM	2007	1	-	2	-	-	-			2	6	5	6

65. Number of Students who Passed Final Exam. In Various Programs (UG /PG / Certificate/ Diploma Courses) during the last 5 years

Program	Year	General		SC		ST		Cat. 1		OBC		Total	
		Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.
II M.Sc EM	2007	1	-	2	-	-	-			2	6	5	6

66. Number of Students who Secured University Ranks (please specify) in Various Programs (UG /PG / Certificate/ Diploma Courses) during the last 5 years

Program	Year	General		SC		ST		Cat. 1		OBC		Total	
		Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.

67. Number of Students who won Recognitions in Various Fields (Academic / Cultural / Sports, et cetera (please specify) in Various Programs (UG /PG / Certificate/ Diploma Courses) during the last 5 years

Program & Field of Recognition	Year	General		SC		ST		Cat. 1		OBC		Total	
		Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.	Male	Fem.
Lumens Best Graphic Design	2008									1		1	
Gateway Best Ad film		1										1	

68. Any Other Information

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69. Contact Information of Institution / Department

Name of Contact Person	
Address for Communication	
FAX Numbers	
Telephone Numbers (please include codes)	
E-Mails	

70. Any efforts made by the Department to promote Campus Recruitment -

A visit made by the Department Lecturer and Production Assistant to all Television Channels in Chennai regarding internship and placement.

71. Healthy practices of the Department.

ADDITIONAL INFORMATION

Are there any overseas students?

NO

Has the department organized

▪ **Lectures:**

A team of experts from **EMMRC of Mysore University** took guest lectures for the M.Sc electronic media students on **20.10.07 & 21.10.07**.

Dr.Uma Vangal , Asst professor **LV Prasad Film & TV Academy**, Chennai took guest lectures on Videography and Visual media & Communications on **23.11.07 to 27.11.07**.

Mr. Raghu Kalidas, Freelance Producer and Lecturer , St.Thomas College, Chennai took practical lectures on Audio editing & video editing on **5.12.07 to 9.12.07**

Mr.**Goutham Avarthi**, a freelance producer took guest lectures on **Photojournalism** for the Mass communication & Electronic media Students on **21, 22 & 23 of July 2008**.

Dr. V. Prithviraj, Principal, Pondicherry Engineering College, Puducherry took a lecture **Communication systems** on **30.07.08**.

Dr.Benjamin Sugumar of Mysore conducted orientation on **Communication skills** for the Electronic media and Mass communication on **11, 12, 13, and 14 of August 2008**.

Prof .R.N.Padmanabha of **EMMRC Mysore University** took lectures on **Introduction to journalism** for the Electronic media and Mass communication on **11, 12, 13, and 14 of August 2008**.

Dr. N.Kamatchi a freelance producer of AIR & DD of Puducherry took lectures on Reporting, Editing, TV & Radio writing on **13 & 14 of October 2008**.

Mr.Madhu Thiyagarajan a European cinematographer has took lectures on Television production on **20.10.08 & 21.10.08**.

Dr. Yesudas, Mysore gave coaching and lectures on UGC- NET on **23.12.08 & 24.12.08**.

Mrs. Pankaja, Faculty of Multimedia CIST Mysore gave training and lectures on 3dsMax and Dream weaver on **19.01.09 to 23.01.09**.

Dr.V.Senapathi Retd. Dy.Director(General), Doordarshan gave guest lectures on Form & content on **6.02.09**.

Prof Gita IIMC, New Delhi gave lectures on Research on **29.06.09**.

Dr.Indira parthasarathy a Novel writer gave guest lecture on **4.08.09**

- Workshops:
- Seminars:
- Conferences:

If yes, what is the nature and extend of student participation?

No. of students who have passed the following during the last six years

- NET : Electronic media (NA), one passed in Mass communication.
- SLET :
- CAT :
- TOEFEL :
- GRE :
- G-MAT :
- KAS :
- IAS :
- Defense entrance :
- Others :

Titles of Research Projects :

Is there any Student Counseling center in the department. -

Is there any Grievance Redressal cell? -

When did the Alumni – Association of the department got established? How many members are actively involved? Give enrolment statistics. ---

Place:

Date:

Signature with Seal of Chairperson