

Evaluative Report of the Department

- 1 Name of the Department : **Journalism and Mass Communication**
- 2 Year of establishment : 1991
- 3 Is the Department part of a School/Faculty of the university? : Yes
- 4 Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc. D.Litt., etc.) : PG, M.Phil. ,Ph.D. and PG Diploma (Audio-Visual Production)
- 5 Interdisciplinary programmes and departments involved : Yes

1. Department of Journalism and Communication exchanges ideas, information with other department of Gujarat Vidyapith. Department of Journalism and Communication organises seminars and takes session jointly with Gujarati and Hindi department of Gujarat Vidyapith.
2. The Department had organised a National Seminar on ‘Role of media and Freedom Movement’, jointly with Hindi Department of Gujarat Vidyapith on 29th January 2009.
3. Production of Documentaries for University and Other Departments taken up by the Department.

- 6 Courses in collaboration with other universities, industries, foreign institutions, etc. : Yes

Programs organised with other Universities and institutions:			
1.	Department of Journalism and Mass Communication, Gujarat University, Ahmedabad	Celebration of Beginning of Doordarshan in India	15-09-1959
2.	Sardar Vallabhbhai Patel Smriti Sansanathan, Ahmedabad	Lecture on Sardar Vallabhbhai Patel	01-08-2008
3.	Kalaa of Arts Advertising Agency, New Delhi	Technique of Advertising Film Making	08-04-2009
4.	NGO ‘Dastak’ , Ahmedabad	Women in Media	27-28 June, 2009
5.	NGO ‘SEWA’ , Ahmedabad	Seminar on Development Journalism	16-08-2009

6.	Gujarati Sahitya Parishad, Ahmedabad	Lecture	02-12-2009
7.	Bhartiya Shikshan Samuday Sangh, Ahmedabad	Seminar Responsible and Sensitized Citizen	20-10-2010
8.	Swavlamban Trust, Ahmedabad	Publication of Book on Condition of Patient of Leprosy	2011
9.	Gujarat Wild life Conservation Department , Gandhinagar	Role of Media in Conservation of Wild life	25-08-2011
10.	NGO 'Shatayu' , Ahmedabad	Importance of Donation of organs	14-09-2012
11.	Gender Resource Centre, Gujarat and Department of Social Work, Gujarat Vidyapith, Ahmedabad	Seminar on Discrimination of Caste, Women and Law	20-12-2012
12.	Media Women's Forum, Gujarat	Gender Sensitization in Media Organisations	11-01-2014
13.	Information Department of Gujarat	Transparency in Social Issues and Role of Newspaper	16-11-2014
14.	Institute of Diaspora Studies and Department of Gujarati, Ahmedabad	Seminar of Diaspora Literary Journalism	29-03-2015
15.	Dantiwada Agriculture University	Audio-Visual Production	2013 and 2014

7 Details of programmes discontinued, if any, with reasons : No

8 Examination System: Annual/Semester/Trimester/Choice Based Credit System : Semester

9 Participation of the department in the courses offered by other departments : Yes

Teachers of the Department sometimes take classes in Gujarati and Hindi Department course related to Journalism.

10 Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (Including CAS and MPS)
Professor	-	-	One
Associate Professor	One	One	One
Asst. Professor	Three	Two	-
Others	Two	Two	-

11 Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./ M.Phil. students
Dr. Vinod Kumar Pandey	Ph.D.	Associate Professor and Head of Department.	Reporting, Editing, Development Communication, Ele. Media	30 Years	10 Ph.D-6 M.Phil-4
Dr. Punita Harne	Ph.D.	Professor.	Women Studies, Advertising, Publication, Current affairs and intercultural communication	25 Years	Ph.D-3 M.Phil-5
Dr. Ashwin Chauhan	Ph.D.	Associate Professor.	Theory of Mass Communication, Gandhian Journalism, New Media	23 Years	M.Phil-5
Aalap Brahmhatt	M.Phil	Senior Technical Assistant	Audio-Visual production	17 Years	-
Manish Bhoi	M.Phil	Technical Assistant	Audio-Visual production	4 Years	-

12 List of senior Visiting Fellows, adjunct faculty, emeritus professors

No.	Name	Position	Subjects
1.	Ramesh Tanna	Resident Editor	Theory of Mass Communication
2.	Sanjay Dave	Managing Trustee, Charkha	Development Communication
3.	Maulin Munshi	Program Executive, Akashvani, Ahmedabad	Radio Journalism
4.	Yogesh Sharma	Editor, Media Today	Web Journalism
5.	Satish Mori	Channel, Voice of India	Television Journalism
6.	Brijesh Singh	Channel Head , ABP News	Television News
7.	Ajay Umat	Editor, Divyabhaskar	Print Media
8.	Uday Mahurkar	Bureau Chief , India Today	Magazine Journalism
9.	Pradeep Malik	News Editor, Ahmedabad Mirror	Media Research
10.	Manibhai Patel	Editor, Gram Garjana	Rural Journalism
11.	Tejendarsingh Gagan	Director, Doordarshan, Ahmedabad	Electronic Media
12.	Kashyap Joshipura	PRO, ONGC, Ahmedabad	Public Relations

- 13** Percentage of classes taken by temporary faculty – programme-wise information : 10
- 14** Programme-wise Student Teacher Ratio : 7 : 1
- 15** Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual : Two Technical Assistants (Electronic Media)
- 16** Research thrust areas as recognized by major funding agencies : Social Harmony

Research Project:

- Research project was assigned and funded by IASE (Institute of Advanced studies in Education) Saragasan, Rajasthan, Under Social Harmony chair for the year 2014-15.
- The Project 'Role of Media in Gender Harmony' completed successfully and submitted to the assigning authority. Amount of the fellowship one lac.

- 17 Number of faculty with ongoing projects from : International
a) national b) international funding agencies and
c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise
- 18 Inter-institutional collaborative projects and associated : Grants received

Dr. Vinod Kumar Pandey

Member, Asian Media Information and Communication Centre (AMIC)

Dr. Ashwinkumar Chauhan

Editorial Related Work: Co-editor, 'Abhidrushti' (ISSN 0971-6629) - a monthly views paper for higher education - from May 2002 to July 2012.

A) National collaboration:

Language Related Work: One of the language experts for Gujarati Lexicon, the biggest online digital resource of Gujarati language (www.gujaratilexicon.com). The duty of the language expert is to give invaluable suggestions and contribution to the cause of Gujarati language. Gujarati lexicon is a landmark work in the history of Gujarati language containing resources of more than 45 lakh words. It aims to preserve, popularize, and develop Gujarati language through the power of information technology. Gujarati lexicon is the first, the biggest and the most comprehensive Lexical Resource in Indian Language.

B) International collaboration:

Gandhi Related Work: One of the advisers to the research project titled 'Bibliography of Books read by Mahatma Gandhi' (<http://gujaratvidyapith.org/booksreadbygandhi.htm>). The duty of the

adviser was to give helpful suggestions and encouragement to the research project related to Gandhian life and thought.

The project was encouraged by Gujarat Vidyapith and executed by Gandhian researcher Prof. Mark Lindley. It took two and a half years and was submitted in 2011.

19 Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received :

Rupees Five-Lac Grant by UGC in 2012 under XII Plan

20 Research facility / centre with :

- State recognition :

- National recognition :

“Patrakar Shree” award to Dr. Vinod Kumar Pandey by Banaras Press club (Varanasi) in the year-2000.

International recognition :

21 Special research laboratories sponsored by / created by industry or corporate bodies

There is a studio in Department where students take training of Electronic media.

There is a Computer laboratory in Mahadev Desai Samajseva Mahavidyalay where students have computer and Internet facility.

22 Publications:

- Number of papers published in peer reviewed : 50
journals (national / international)

- Monograph : 01

“Father of Indian public Relation: Mahatma Gandhi”, (G), by Punita Harne adaption from Dr. C.V.N. Reddy, published by Gujarat Vidyapith, Ashram Road, Ahmadabad 14, pages 20, August 2003.

- Chapters in Books : 32

- Edited Books :

- Books with ISBN with details of publishers

Dr. Vinod Kumar Pandey

1. Media Research, Vista Publishers, Jaipur, 2014, ISBN 978-93-82935-14-8

2. New Trends in Advertising, Vista Publisher, Jaipur, 2014, ISBN 978-93-82935-16-2
3. Media Writing, Vista Publisher, Jaipur, 2013, ISBN 978-81-925667-3-3
4. Jan Sanchar ke Pramukh Siddhant Avam janmadhyam, Parshwa Publication, Ahmedabad, 2010, ISBN 978-93-80294-63-6

Translation of Book:

1. Translated the award-winning book ‘Stree Bhrun Hatya Atkawie’ from Gujarati to Hindi.
2. Helped in translating the award-winning book on film ‘Communication Cinema Development ‘in Hindi Written by Gaston Roberge.

Prof. Punita Harne:

1. Freedom Fighter Journalist Balavantrai Shah, Edited by Punita Arun Harne, Publisher: Rangdwar Prakashan, Ahmadabad -9. ISBN No. 978-93-80125-31-2, pages 162, August 2012.
2. Women Power of Gujarat: Remembering the Reverberation’, jointly written (25/49 Chapters), published by Department of Women and Child Development, Government of Gujarat, as a part of Celebration of 50 years of Gujarat (A coffee Table Book) pages 112, 2011.
3. ‘Education beyond Boundaries’: Dr. Punita Harne, Dr. Manda Parikh by Indian Society for community Education Navajeevan Road, Ahmadabad 14, pages 100, April 2008.
4. ‘Gujarati Newspapers and Women Consciousness’, a PhD Thesis published by Gujarat Vidyapith, Ashram Road, Ahmedabad, ISBN 81-86445-76-5, pages 256+12, December 2004.
5. “Samay: A study” with special reference to district level Journalism of Surendranagar District of Gujarat state, (Samay is a Gujarati Weekly from Surendranagar since 1947), published by Samay Prakashan Surendranagar, pages 264+6+36, 2000.

Aalap Brahmhatt

1. ‘Flora and Fauna of Gujarat Vidyapith’ (*Gujarat Vidyapith ki Manvetar Sajiv Stursti*) published by Gujarat Vidyapith in Bi- language in Hindi and English – 2015

2. 'The Tribal Culture of Gujarat' (*Gujaratni Adivasi Sanskruti*) published by Information Department, Government of Gujarat in bi-language English and Gujarati - 2014.

3. 'Tribals of Gujarat' (*Adivasi Olakh*) published by Information Department, Government of Gujarat in bi-language English and Gujarati - 2015.

- Number listed in International Database (For :
e.g. Web of Science, Scopus, Humanities International Complete, Dare Database- International Social Sciences Directory, EBSCO host, etc.)

- Citation Index- range/average :

- SNIP :

- SJR :

- Impact Factor – range / average :

- h-index :

23 Details of patents and income generated :

24 Areas of consultancy and income generated

Dr. Vinod Kumar Pandey

Concept Associates, Memnagar, Ahmedabad. Consultancy in

Documentary Film Making.

25 Faculty selected nationally / internationally to visit :

other laboratories / institutions/industries in India and abroad.

Faculty Selected to visit National Institution.

National :

1. Dr. Vinod Kumar Pandey Visited the Department of Journalism and Mass Communication, Dr. Harisingh Gaur Centre University, Sagar and Delivered Lectures in 2011, 2009 and 2008.

2. Visited Rajbhasha College, Ahmedabad in 2005, 2006, 2007, 2013 and 2014.

3. Visited Department of Mass Communication and Journalism, Veer

Narmad South Gujarat University, Surat in 2013 and Delivered Lectures.

4. Visited Department of Journalism and Mass Communication, Hemchandracharya North Gujarat University, Patan in 2010, 2011, 2012 and Delivered Lectures.

International:

1. Visited Department of Journalism and Mass Communication, Nanyang Technological University, Singapore and Talk to Students and Faculties.
2. Visited Department of Journalism and Mass Communication, National University of Singapore and Talk to Students and Faculties.

26 Faculty serving in _____ :

- a) National committees
- b) International committees
- c) Editorial Boards
- d) any other (please specify)

Dr. Vinod Kumar Pandey:

1. Member, Board of Studies of Department of journalism and Mass Communication, Gujarat Vidyapith, Ahmedabad
2. Member, Board of Studies in Swarnim Gujarat Sports University, Gandhinagar
3. Member, Board of Studies of Department of Journalism and Mass Communication, Gujarat University, Ahmedabad
4. Chairman, Examination Board, Department of Journalism and Mass Communication, Hemchandracharya North Gujarat University, Patan
5. Member, PG Research Board, Mohanlal Sukhadia University, Udaipur, Rajasthan.
6. Member, RDC, Gujarat University, Ahmedabad
7. Member, DRSC, Department of Mass Communication and Journalism, Veer Narmad South Gujarat University, Surat
8. Member, RDC, Department of Journalism and Mass Communication, Hemchandracharya North Gujarat University, Patan
9. Member, Scrutiny committee at Faculty level, The Maharaja Sayajirao University of Baroda, Vadodara
10. Member, Board of Studies, Department of Journalism and Mass Communication, Banasthali Vidyapith, Rajasthan
11. Member, Board of Studies, Department Of Journalism and Mass Communication, Saurashtra University, Rajkot

Editorial Boards :

1. Member, Academic Research (An International Journal of Multi-Disciplinary Studies)
2. Member, Editorial Board of an international journal, Global Media Journal, Indian Edition, Published by University of Calcutta, Kolkata.
3. Kota Open University, Kota(Rajasthan)
4. Rajasthan University, Jaipur
5. Haridev Joshi Journalism University, Jaipur
6. Mohanlal Sukhadiya University, Udaipur

Dr. Punita Harne :

1. Member, Board of Studies, Department of Journalism and Mass Communication, Gujarat Vidyapith, Ahmedabad
 2. Member, Board of Studies, Department of Journalism and Mass Communication, Saurashtra University, Rajkot
 3. Member, Board of Studies, Department of Journalism and Mass Communication, Hemchandracharya North Gujarat University, Patan.
- Other Work Experience: Editing “**Vidyapith Setu**”, an in house Journal of Gujarat Vidyapith, Ahmadabad, Gujarat.

Dr. Ashwinkumar Chauhan

1. Member, Board of Studies, Department of Journalism and Mass Communication, Gujarat Vidyapith, Ahmedabad
2. Member, Board of Studies, Department of Journalism and Mass Communication, Hemchandracharya North Gujarat University, Patan.

Aalap Brahmhatt

1. Technical Expert at Master of Film and Television Department, Bapu University, Gandhinagar, Founded by Shree Shankarsinh Vaghela – 2014, 2015.
2. As a Jury Member of Tribal Cultural Programme, Department of Tribal Affairs, Government of Gujarat 2015.
3. As a Jury Member, Camera Club of Karnavati Annual Photography Competition.-2015.
4. Jury member of Gujarat University Youth Festival (Photography Section)-2013.

5. Expert and Jury Member, 'Vatavaran' NGO working for wild life and environment in India – 2011.
 6. Member of Technical Committee of Gujarat Vidyapith since 2010.
 7. Founder Member “Sangath Film Study Centre” Organized by Department of Audio-Visual Production, Gujarat Vidyapith and Media Society.
 8. As a Jury Member of AMAZE-07. 2007
 9. President of Media Masters’ Association: An Association of Pass-out Students of Audio-Visual Production, Gujarat Vidyapith, Ahmedabad-2004-2006.
- 27** Faculty recharging strategies (UGC, ASC, Refresher / : orientation programs, workshops, training programs and similar programs).

Dr. Vinod Kumar Pandey:

1. Participated in the UGC Sponsored Refresher course in Mass Communication and Journalism from 10-08-2009 to 29-08-2009 at University of Rajasthan, Jaipur
2. Participated in the UGC Sponsored Refresher course in Mass Communication and Journalism from 21-03-2011 to 10-04-2011 at Gujarat University, Ahmedabad.
3. Participated in a “Shibir” held at Netrang, Narmada from 05-11-2011 to 12-11-2011
4. Participated in a one Day Training on SPSS organised by Mahadev desai Mahavidyalay and Centre For Equity and development at Gujarat Vidyapith, Ahmedabad from 21 February to 23 February 2012

Dr Punita Harne:

1. Participated in a “Maitri-Shibir” at Sampurna Kranti Ashram Vedachhi, in June 2012.
2. Participated in an international work shop at AMIC International One Day Work shop on ‘ Making Journalism Education Truly Asian ’ on 12th July 2012
3. Participated in a one Day Training on SPSS organised by Mahadev desai Mahavidyalay and Centre For Equity and development at Gujarat Vidyapith, Ahmedabad from 21 February to 23 February 2012

Dr. Ashwin Kumar Chauhan:

1. Participated in a “Shibir” held at Vedachhi, in 2011

28 Student projects :

- percentage of students who have done in-house : 100% projects including inter-departmental projects
- percentage of students doing projects in collaboration with other universities/industry/institute

29 Awards / recognitions received at the national and international level by :

- Faculty
Aalap Brahmbhatt

Photography-National Awards

1. 7th National Photography Award,(progressive India) Gujarat Lalitkala Akademi
2. 6th National Photography Award,(Water and Life) Gujarat Lalitkala Akademi
3. 5th National Photography Award ,(Children) Gujarat Lalitkala Akademi.
4. Indian Tourism Development Corporation Ltd.,Govn. Of India, New Delhi.

Painting :

1. Painting Selected in 39th National Exhibition of Art
2. Painting Selected in Kala Gurjaree, Mumbai
3. *Yuvak Seva* and *Sanskrutik* Activity Section

- Doctoral / post-doctoral fellows
- Students

Four Students received Charkha Research Fellowship

1. Sangna Soni
2. Jignesh Parmar
3. Parag Rao Chauhan
4. Mittal Patel

30 Seminars/ Conferences/Workshops organized and the :
 source of funding (national/international) with details
 of outstanding participants, if any.

No.	Workshop/ Seminar	Period	Topic	Number of Participants
1.	National Seminar	22-03-2007 to 23-03-2007	Media in 21 st Century: Increasing Challenges	85
2.	Workshop	29-08-2008	Anti-Communalism and Media	70
3.	Seminar	29-01-2009	Role Of Media in Freedom Movement	50
4.	Seminar	01-12-2009	The Impact of Television on Audience	75
5.	National Seminar	4-1-2010 to 5-1- 2010	Curriculum Development	20
6	Seminar	25-8-2011	Role of Journalist in conservation of Wild Life	50
7	Workshop	20-12-2012	Caste Discrimination, Women and Regulations	50
8	Seminar	11-1-2014	Gender sensitization in Media Organizations	50
9	Seminar	16-11-2014	Transparency in Public issues and Role of Newspaper	45
10	Seminar	29-1-2015	Responsibilities and Challenges in Journalism	70
11	Seminar	29-3-2015	Literary Journalism	50

31 Code of ethics for research followed by the departments :

- Department focusses Research related to Development Journalism and Gandhian Journalism
- Department keep attention on plagiarism
- Research Methodology is strictly followed

Name of the Programme (refer to question no. 4)	Applications received	Selected		Pass percentage	
		Male	Female	Male	Female
2013 -2015					
M.A	31	13	02	92%	100%
M.Phil	-	-	-	-	-
Ph.D	-	-	-	-	-
2012-2014					
M.A	21	05	01	93%	100%
M.Phil	-	-	-	-	-
Ph.D	-	-	-	-	-
2011-2013					
M.A	21	08	06	88%	100%
M.Phil	04	01	03	100%	100%
Ph.D	-	-	-	-	-
2010-2012					
M.A	28	08	05	100%	100%
M.Phil	01	-	01	100%	-
Ph.D	01	01	-	100%	-
2009-2011					
M.A	25	13	05	100%	100%
M.Phil					
Ph.D					
2008-2010					
M.A	27	11	06	100%	100%
M.Phil	03	03	-	100%	-
Ph.D					

P.G.Dip in Audio-Visual Production (refer to question no. 4)	Applications received	Selected		Pass Percentage	
		Male	Female	Male	Female
2014-2015	19	17	02	100%	100%
2013-2014	19	04	13	100%	100%
2012-2013	09	07	02	100%	100%
2011-2012	23	10	13	100%	100%
2010-2011	12	09	03	100%	100%
2009-2010	24	18	06	89%	83%

33 Diversity of students

:

Name of the Programme (refer to question no. 4)	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from Other countries
M.A(Journalism)	5%	90%	5%	Nil
M.Phil. (Journalism)	60%	40%	Nil	Nil
Ph.D. (Journalism)	54%	46%	Nil	Nil
P.G.Diploma (Audio-Visual)	30%	70%	Nil	Nil

34 How many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

NET Passed

No.	Name
1.	One student has cleared NET and is working as an Assistant Professor
2.	One Student passed Police service and working as Sub Inspector
3.	One Student cleared Gujarat Public Service Commission examination and is working as an Information Assistant
4.	Most of the students are working in Print, Electronic and New Media
5.	One student is heading the Journalism Department at Gujarat University, Ahmedabad
6.	One student is the Managing Trustee of 'Navajivan', Ahmedabad
7.	One student is the Resident Editor of an International Newspaper published from Australia

1. Student progression

Student progression		Percentage against enrolled
UG to PG		5%
PG to M.Phil.		13 %
PG to Ph.D.		5%
Ph.D. to Post-Doctoral		-
Employed		
<input type="checkbox"/>	Campus selection	90 %
<input type="checkbox"/>	Other than campus recruitment	10 %
Entrepreneurs		5%

36. Diversity of staff

Percentage of faculty who are graduates		
of the same university		–
from other universities within the State		2
from universities from other States from		1
universities outside the country		–

37 Number of faculty who were awarded M.Phil., Ph.D., : One Ph.D.
D.Sc. and D.Litt. during the assessment period

Dr. Ashwinkumar Chauhan

Ph.D. from Gujarat Vidyapith, Ahmedabad in Journalism and Mass Communication in 2009

Title: Human rights reflected in Journalist Gandhi's writings (With special reference to removal of untouchability), Guide Dr. Raghuvver Chaudhary (senior litterateur and professor)

38 Present details of departmental infrastructural facilities :
with regard to

a. Library: : Yes

Department has very small library contains nearly 500 books.

b. Internet facilities for staff and students: Yes, There :
is Internet facility to all faculties and Students.

c. Total number of class rooms : 03

- d. Class rooms with ICT facility : Yes
Available with sharing with other Departments
- e. Student's laboratories : Yes
- f. Research laboratories : Studio facility
- 39** List of doctoral, post-doctoral students and Research Associates : Yes
- a) from the host institution/university 01
- b) from other institutions/universities 04
- 40** Number of post graduate students getting financial assistance from the university: : Sixty
- 41** Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology : All curriculum are designed at Board of Studies of the Department
- 42** Does the department obtain feedback from : Yes
- a. Faculty on curriculum as well as teaching learning evaluation? If yes, how does the department utilize the feedback?
- Yes, Recommendations are taken seriously and executed accordingly
- b. Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
- Department utilize the feedback with change in curriculum. Department has organised a weekly field visit keeping students demand in mind.
- c. Alumni and employers on the programmes offered and how does the department utilize the feedback? :
- Four-week Intensive internship is introduced for the students on the suggestion by alumni and employers of various media houses.
- 43** List the distinguished alumni of the department (maximum 10)
- 1 Gopi Maniar – Aaj Tak News channel
 - 2 Janak Dave – IBN 7 News Channel

- 3 Diveysh Vyas – Sandesh News Paper
- 4 Punita Nagar – DivyaBhaskar, Web Edition
- 5 Kirtan Patel – Sandesh Television
- 6 Dilip Kshtriya – Resident Editor, Gujarat Mitra, Surat
- 7 Ketan Rajput – Divya Bhaskar, Daily Newspaper
- 8 Vivek Desai – Managing Trustee, Navjivan Trust
- 9 Isudan Gadhvi – E TV
- 10 Jayesh Parker – TV 9
- 11 Dr. Sonal Pandya – Professor and Head, Department of Journalism and Mass Communication, Gujarat University
- 12 Ketan Rupera – Editor, Navajivanno Akshardeh
- 13 Ramesh Tanna – Resident Editor of ‘Gujarat Connection’, an International Newspaper published from Australia.
- 14 Mittal Patel – Managing Trustee, Vicharata Samuday Samarthan Manch

44 Give details of student enrichment programmes (special lectures/workshops/seminar) involving external experts

Special Lectures

1. Dr. Kishor Vasvani - Ex Deputy Director, Central Hindi Sansthan, Ministry of Human Resource Development, Government of India
2. Shri Nachiketa Desai – Senior Journalist and Ex. Bureau chief, Business Standard
3. Prafful Das – Bureau chief, The Hindu, Orisa
4. Dr. Meera Desai – Associate Professor, SNDT University, Mumbai
5. Dr. Biplav Loho Chaudhary – Professor, Vishwabharti University, Santiniketan
6. Dr. Atchutanand Mishra – Ex. Vice Chancellor, Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal
7. Shri Brahmanand Mishra – Ex. Bureau chief News Agency TASS, Hindustan Samachar and Senior Journalist of The Times of India
8. Sagri Chhabra – Film Producer and Director
9. Jayantibhai patel – Actor
10. Nagindas Sanghvi – Columnist, Divyabhaskar, Ahmedabad
11. Shailesh Raval – Senior Photographer, India Today
12. Dr. Ujjvala Barve – Professor, Department of Journalism and Mass Communication, University of Pune

13. Shri Darshan Jarivala – Film Actor

45 List the teaching methods adopted by the faculty for different programmes.

1. Use of ICT
2. Use of Group Discussion, Seminar, Colloquium, workshop, symposia
3. Use of Books, Newspaper, Magazines and other reading Material from Library.

46 How does the department ensure that programme objectives are constantly met and learning outcomes are monitored? :

To ensure that programme objectives are constantly met and learning outcomes are monitored Department is arranging round table conference with faculty, senior students , experts from the media industry and academic council of Gujarat Vidyapith (Vidya Sabha).

47 Highlight the participation of students and faculty in extension activities :

1. Students participated in Gram Jeevan Yatra organised by Department Every Year.
2. Students also participated in games organised by University.
3. National Service Scheme is employed in Gujarat Vidyapith as a core value, which with aims and vision mission of Gujarat Vidyapith. Student of the Department have to Participate in N.S.S. Camps every year.
4. Dr. Ashwinkumar Chauhan is an active member of a Cultural Co-ordination Committee for the Youth Festivals since 1996 organized by Mahadev Desai Samaj Seva Mahavidyalay, Gujarat Vidyapith, Ahmedabad : 380 014.

48 Give details of “beyond syllabus scholarly activities” of the department

1. Faculty attended Shibir for self-development and improvement.
2. Participation of students and teachers in various Program in Ahmedabad.
 - i. Student and Faculty attended Seminar on ‘Eradication of Communalism’, Organised by NGO, ANHAD on 8 September 2007.
 - ii. Student and Faculty attended Media training organised by A.V.Code at CEE on 9th February, 2008.
 - iii. Student and Faculty attended Seminar on ‘Contribution on Sardar

Vallabhbhai Patel' on 1st August 2008.

- iv. Department Organised a Workshop on 'Secularism and Role of Media' on 29th August 2008 Student and Faculty attended the workshop.
- v. Department celebrated Indian Journalism day on 29th January, 2009 than on words every years.
- vi. Student and Faculty attended Seminar on 'Women in Media' Organised by Dastak a social organisation on 27-28 June ,2009
- vii. Student and Faculty attended Seminar on 'Sardar Patel and Communal Harmony' Organised by SERLIP, and B.J. Institute on 18th September 2010.
- viii. Student and Faculty attend PRSI (Public Relations Society of India) every year.
- ix. It is a Tradition of Department to give tribute to Known Media Personality.
- x. Student and Faculty attend GLF (Gujarat Literature Festival) every year since 2014.
- xi. Student and Faculty attended Seminar on 'Economic Journalism' by Prof. Martha Steffens organised by American Consulate in India on 13th January 2014.
- xii. Student and Faculty attended Seminar on 'Future of News' by James Cabtree, Bureau Chief of British Newspaper, Financial Times (India) organised by American Consulate in India on 27 July, 2015.

49 State whether the programme/ department is accredited/ : Yes
graded by other agencies? If yes, give details

The reliability factor of the students is a reason and accreditation by itself rather than financial way, that creates large scale recruitment of our students in the Media Industry.

50 Briefly highlight the contributions of the department in
generating new knowledge, basic or apply.

- A breed of new generation working in different mass media having a Gandhian ideology and ethics is a product of our department.
- The students having strong foundation of mother tongue, that enable them to understand and express ground realities in a better way as compare to other students.
- One of the faculties has designed and developed around 900 rules and tricks

to learn Gujarati language for the media students.

- The faculties have generated new knowledge by writing books on media for the students.

51 Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the Department:

Strengths:

1. Rural background of the students, which enables them to understand the ground realities.
2. Diverse Caste and Cultural background of the students, which enables them to understand the societal issues.
3. Working hours are comparatively more than other universities
4. As there are less number of students, each get personal touch and intense care
5. As compared to other universities the foundation of our course is on Gandhian Values and ethics.

Weaknesses:

1. Poor knowledge of English of students
2. Inadequate knowledge of technology
3. Less contribution in research
4. The exhaustive timetable may be the reason that students find less hours for practical work.

Opportunities:

1. Students are absorbed in the industry at very basic level to higher level as they persuade very systematic hostel life and community life and living learning together.
2. Students are getting better opportunities in web journalism
3. As it is understood that our students have good control over language and grammar in Gujarati they are preferred in media industry
4. As this course is consider as a preparatory background for competitive examinations, students are enrolled and getting jobs in skill based field.

Challenges:

1. It feels little awkward for student to cope up with the market driven media Industry.
2. As The Students at Gujarat Vidyapith are comparatively home bound and

not prefer to leave the home town they don't get good opportunities out of the state and abroad

3. As students are coming from mainstream universities, it seems difficult to mould them in our ambiance.

52 Future plans of the Department :

Department is planning to introduce short term courses in near future in the subjects of

Environmental Communication

Concern for Environment in day-to-day life and role of media to bring awareness.

Human Rights and Media

Human rights is the issue in present time, we need to address through mass media

Peace Communication

Conflict resolution and peace-making through Gandhi's Views.

Cartoon and Humour-Writing

Importance of cartoon and humour writing as an innovative medium in today's journalism

Sports Communication

The necessity of sports communication has forced to introduce this subject.

Gender and Media

Gender issues will be taught with special reference to mass media.

Science Communication

Importance of Science Communication is to bring awareness about science in society.

Business Journalism

Economic activities are of utmost importance, Business journalism is an answer to this.

Health Communication

Issues related to health and resolve it through Gandhian way.