

Evaluative Report of the Department

1. Name of the Department

Department of Journalism & Mass Communication

Banaras Hindu University

Varanasi.

2. Year of establishment : **1973**

3. Is the Department part of a school/faculty of the university?

Faculty of Arts, BHU.

4. Names of programmes/ courses offered (UG, PG, M.Phil., Ph.D, Integrated Masters; Integrated Ph.D., etc.)

- Ph.D
- PG : - MA (Mass Communication)
 - Masters in Corporate Communication Management (Special Course)
 - PG Diploma in Hindi Journalism(Special Course)
 - PG Diploma in Communication Skills (Special Course)
 - PG Diploma in Health Communication(Innovative Programme)
 - PG Diploma in Theatre Communication (Special Course – Part Time)

5. Interdisciplinary courses and departments involved :

- Masters in Corporate Communication Management (Special Course) with Faculty of Management, BHU.
- PG Diploma in Health Communication(Innovative Programme) with The Department of Community Medicine, IMS, BHU

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

NA

7. Details of programmes/ courses discontinued, if any with reasons : NA

8. Annual/ Semester/ Choice Based Credit System

Semester, Choice Based Credit System

9. Participation of the departments the courses offered by other departments

Departments of : Psychology, Performing Arts, Arabic, Physical Education.

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

	Sanctioned	Filled	Actual (including CAs & MPS)
Professor	1	1	
Associate Professors	2	0	
Asst. Professors	6	2	
other			

11. Faculty profile with name, qualification, designation and specialization (D.Sc./D.Litt./Ph.D./M.Phil., etc.)

Name	Qualification	Designation	Specialization	No. of years of Experience	No. of Ph.D. students guided for the last 4 years
SISIR BASU	Ph.D, MA, MS	Professor	Comm. Theory & Research: TV, Radio & Film	21 Years	3
SHOBHNA NERLIKAR	PH.D, MA	Asstt. Professor	Public Relations	10 Years	Nil
ANURAG DAVE	Ph.D, MA	Asstt. Professor	Public Relations	10 Years	2

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

Visiting Professor:

- Dr. Leela Rao (Formerly with Manipal Institute of Communication)

Visiting Fellows:

- Tom Bowden, London Times, U.K
- BBC Hindi Service Team
- Percy Fernandez, Times of India, Delhi
- Monish Mozumdar, PR Specialist, New Delhi
- Anand Pradhan, Indian Institute of Mass Communication, New Delhi
- Avijit Chakraborty, New Delhi
- Gaston Roberge, Kolkata

13. Percentage of classes taken by temporary faculty – programme-wise information

- MA (Mass Communication) – 50 percent
- Masters in Corporate Communication management – 50 percent
- PG Diploma Courses – 50 percent

programme-wise students Teacher Ratio

14. Number of academic support staff (technical) and administrative staff: sanctioned and filled

	Sanctioned	Filled
Technical Staff	0	0
Administrative Staff	2	2

15. Research thrust areas recognized by funding agencies

- Journalism (Hindi)- UGC
- Science Communication – DST, NCSTC, New Delhi.
- Health Communication - UGC

16. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies and grants received project-wise.

Name of the Faculty	Project Name	Funding Agency	Total Grant
Professor Sisir Basu	Science Communication	DST	22 Lacs
Professor Sisir Basu	Health Communication	UGC	60 Lacs (Innovative Programme)

17. Inter-institutional collaborative projects and grants received a) All India collaboration b) International

18. Departmental projects funded by DST-Fist; UGC-SAP/CAS, DEP; DBT, ICSSR etc., total grants received.

19. Research facility/ centre with

- State recognition
- National recognition
- International recognition

20. Special research laboratories sponsored by / created by industry or corporate bodies

21. Publications:

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

Four (Professor Sisir Basu)

One (Dr. Anurag Dave)

- Monographs
 - Chapters in Books
One (Professor Sisir Basu)
 - Edited Books
Two (Professor Sisir Basu)
 - Books with ISBN with details of publishers
 - 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
22. Details of patents and income generated
23. Areas of consultancy and income generated
24. Faculty selected nationally/ internationally to visit other laboratories in India and abroad
25. Faculty serving in a) National committees b) International committees c) Editorial Boards d) any other (Please specify).
- Prof. Sisir Basu, UGC Committee on **Media Centre**
26. Faculty recharging strategies (UGC, ASC, Refresher/ orientation programs, workshop, training programs and similar programs).: Banaras Hindu University, Orientation Programs
27. Students projects
- Percentage of students who have done in-house projects including inter-department projects.
Four Students in Health Communication.
 - Percentage of students doing projects in collaboration with other universities / industry / institute
28. Awards/ recognitions received at the national and international level by
- Faculty
 - Doctoral / post doctoral fellows: Dr. Anurag Dave
 - Students:

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

- Coverage of Women's Issues in Regional Newspapers.
- Writing Economic News.
- Kohinoor – A Ray Film Festival.
- Writing Research Proposal.
- Designing Web-Page.
- Science Communication Supported by NCSTC, DST, New Delhi.
- Using of Sanitary Pads for Rural Women.
- Water Resource, Conservation and Communication – Workshop on Science Communication (Supported by NCSTC, DST, New Delhi.
- Entrepreneurship Development Programme.
- National Seminar and Film Festival on the Films of Satyajit Ray.
- National Seminar on Health Communication.

30. Code of ethics for research followed by the departments

31. Student profile course-wise

Name of Course (refer to question no. 4)	Applications received	Selected female	Male	Pass percentage Male Female

32. Diversity of students

Name of Course (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

33. How many students have cleared civil Services and defense Service examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

NET: 4

34. Students progression

Students progression	Percentage enrolled	against
UG to PG	107 Students	
PG to M.Phil.		
PG to Ph.D.	5 Students	
Ph.D. to Post- Doctoral		
Employed <ul style="list-style-type: none"> • Campus selection • Other than campus recruitment 		
Entrepreneurs		

35. Diversity of staff

Percentage of faculty who are graduate	
Of the same university	
From other universities within the estate	
From universities from other states	
From universities outside the country	

36. Number of faculty who were awarded Ph.D. D. Sc and D.Litt. during the assessment period

One

37. present details of infrastructural facilities

- a) Library : Yes but without any staff. (5000 Titles, 300 Films)
- b) Internet facilities for staff and students : Yes
- c) Total number of class rooms : Five
- d) Class rooms with ICT facility : Five
- e) Students laboratories : Three
- f) Research laboratories : No

38. List of doctoral , post – doctoral students and research Associates

a) From the host university

Neha Pandey, Sudarshan Yadav, Shweta Singa and Shweta, Vinit Gupta, Shbash Chand Bose

b) From other universities: Karuna Sharma

39. Number of post graduate students getting financial assistance from the university.

40. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

Yes, Health Communication, ‘A Study (Survey was conducted in five village of Varanasi district, particularly among women and girls and need assessment was done.)’

41. Does the department obtain feedback from

a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?

In some courses is feed back taken from the students and suggestion are corporated in the teaching method.

b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

c. alumni and employers on the programmes offered and how does the department utilize the feedback?

42. List the distinguished alumni of the department (maximum 10)

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

Every semester it is done.

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

- Field visit
- Projects
- Films
- Reporting by students on various topics.

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

Constantly monitoring quarterly.

46. Highlight the participation of students and faculty in extension activities.

Project related to field activities.

47. Give details of “beyond syllabus scholarly activities” of the department.

- Village project

- Gram Varta- A Publication from the villagers
48. State whether the programme/ department is accredited/ graded by other agencies? If yes give details.
49. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.
- In Hindi Journalism
 - In Health Communication
 - Science Communication
50. Detail any five Strengths, Weaknesses, Opportunities. and Challenges (SWOC) of the department.
- Strength** – Sound syllabus, Good Infra-Structure facility, Discipline department.
- Weaknesses** – No technical staff, acute shortage of teaching staff and no staff for library.
- Opportunity-** A lot of opportunity to work in area of journalism (Hindi), Health Communication, informal education and women empowerment.
- Challenges-** Demand is huge, resources are less.
51. Future plans of the department.
- High-Tech Laboratory for animation film making, Multi-Media Production.
 - Specializing documentary film making
 - Masters Programme in Health Communication
 - Infra Structure- An audio-video studio, and a film viewing auditorium