

PEER TEAM REPORT
OF
JD BIRLA INSTITUTE
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PEER TEAM

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24.03.2004 – 25.03.2004

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
An Autonomous Institution of the University Grants Commission
P.O Box. No. 1075, Narbhavi, Bangalore – 560072, INDIA

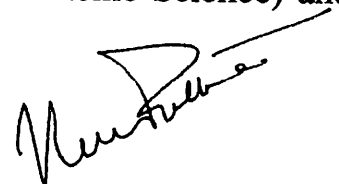
**REPORT OF THE PEER TEAM ON THE INSTITUTIONAL
ASSESSMENT AND ACCREDITATION OF
SMT. J.D. BIRLA INSTITUTE, KOLKATA, WEST BENGAL**

SECTION – 1 : INTRODUCTION

Smt. J.D. Birla Institute, a private self-financed college, was initially established in 1962 in Kolkata, by ladies belonging to the Marwari Community for imparting scientific training to girls in Home Science, to meet the emerging needs and challenges of contemporary society. Initially, the Institute was administered and managed by the Calcutta's Ladies Association. In 1994, the Institute has been amalgamated to Sukriti Education Society which is now the sole sponsoring body for the institute.

From a humble beginning of imparting scientific training in Home Science to meet the emerging needs and challenges of the contemporary society, the Institution has evolved into a premier educational institution with three departments – the Department of Home Science (1962), the Department of Commerce (1997) and the Department of Management (2002). The first batch of Management students will qualify only in 2005. The institution is situated in the heart of Kolkata city and was established with the aim of creating and maintaining an environment wherein the learning process ensures holistic development of its stakeholders.

The Institution was recognized by the UGC under Section 2(f) since 1976. It has been affiliated to the Jadavpur University since 1963. The Institute has three departments. The Department of Home Science offers one UG (B.Sc. – Hons.), four P.G. (M.Sc. – Composite Home Science, M.Sc. – Family Resource Management, M.Sc. – Human Development and B.Ed. in Home Science) and

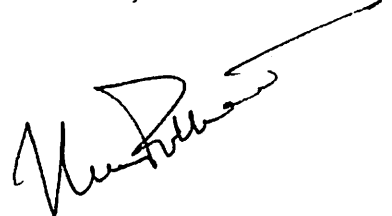


one Doctoral programme. The Department of Commerce and Management offer B.Com. (Hons.) and B.B.A (Hons.) courses respectively. The Institute also offers short-term certificate courses in Home Science, Montessori Training, Artistic Crafts, Finishing School, Complete/Creative Cookery and Specialised Craft. The Institute has one Main Campus with two departments, administrative office and other support services and one Satellite Centre where the Department of Management is functioning. The faculty consists of 66 teachers of which 12 are permanent, 20 are temporary and 34 are part-time. Seven teachers have Ph.D. There are 15 administrative staff members in the institute of which 8 are technical staff. The Institute has had an enrolment of 1090 students during 2003-2004 for the UG, PG and Doctoral courses. The institute also had 303 students for its certificate courses.

The Institute has two Libraries in two campuses, Computer Centres, Guest House, Canteen, Grievance Redressal Cell, Career Guidance and Placement Cell and centralized media services. Following the guidelines of the affiliating university the Institute has switched over from annual to semester system. The dropout rate of students is around 25 per cent. Its success rate is around 95 per cent. The unit cost of education per student is Rs.13,000/- and excluding salary component it is Rs.4,700/-.

The institute has a Governing Body, which consists of nominees of the affiliating university, teachers, guardians and the sponsoring agency of the Institute – Sukriti Education Society and the Principal is the executive authority.

The institute volunteered for assessment and accreditation by NAAC, Bangalore and submitted its application in November 2003. The NAAC constituted a peer team consisting of Prof. K.M. Pathak, former Vice-



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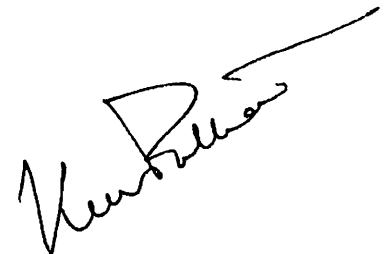
Chancellor, Tezpur University, Assam, as Chairperson, Dr. Sunil Kanta Behera, Department of Mass Communication, Berhampur University, Orissa and Dr. S.P. Inamdar, Principal, S.V.T. College of Home Science, Mumbai as Members. The visit was coordinated by Dr. G. Srinivas, Deputy Advisor, NAAC.

The Peer Team after analyzing the self-study report visited the institute on 24th and 25th March, 2004. The team during its visit considered the existing infrastructural facilities of the institute and the relevant documents made available. The team also interacted with the college community consisting of students, faculty, administrative staff, alumni, parents and Governing Body members. The observations of the team, criterion-wise, are as follows :

SECTION – 2: CRITERION-WISE ANALYSIS

Criterion – I : Curricular Aspects

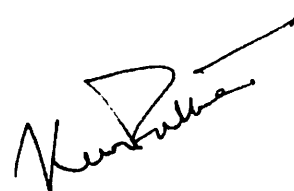
Smt. J.D. Birla Institute, as stated in its 'Mission' and 'Objectives', is committed to the cause of academic excellence aimed at advancement into higher education, research and extension activities. The Institute is quite alive to the latest trends and needs both at national as well as at international level in the field of higher education. Though affiliated to the Jadavpur University, the institute enjoys considerable academic freedom in the preparation and review of the curricula and syllabi of various programmes offered by the Institute, which subsequently gets approved by the affiliating university. The institute offers three undergraduate, four postgraduate and one doctoral programme. The mission and objectives of the Institution have been clearly defined and translated through the design of its curricula.



The Department of Home Science has updated its B.Sc. (Hons.) course and has the distinction of introducing specializations of Composite Home Science, Human Development, Food and Nutrition, Family Resource Management, Textiles and Clothing, and Extension Education at undergraduate level. Having catered to only female students in Home Science and Commerce, the Institution has shown sensitivity to changing educational, market and social demands by incorporating co-educational teaching in the Department of Management. Computer training has been introduced in all the degree programmes, to help and further the professional and entrepreneurial skills of the students. The Institute reviews the curricula periodically in consultation with academic peers and professional experts in order to keep the curricula at par with national and international standards. The Institute has succeeded in adopting the curricula with built-in facets of vocational application.

Criterion – II: Teaching – Learning and Evaluation

The Institute follows transparent admission policy, and admissions are based on the academic records, personal interviews and special entrance tests. The academic calendar and the prospectus are prepared in advance and communicated to the students in the beginning of the year. The medium of instruction and teaching is English. Lecture schedules for the entire syllabi are prepared and made available to the students. The teachers prepare the teaching plans and execute them. The customary lecture method of teaching is supplemented by other interactive methods of learning like group discussions, laboratory demonstrations, field visits, industry interactions and lectures by experts. Visual aids like charts, posters, specimens and models are prepared and effectively used for dissemination of knowledge – both theoretical and practical. Project works, seminars and quizzes are a regular feature and essential



components of all the programmes. Holding tutorials, class tests and conducting remedial classes are part of regular teaching method.

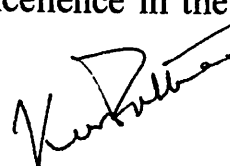
The Institute works for 290 days in a year out of which about 180 are teaching days.

Being a self-financed Institute sponsored and managed by Sukriti Education Society, the Institute takes all care in recruiting qualified teachers as per the requirements. Teachers are deputed regularly to attend refresher courses and orientation programmes for their academic development. The formal and informal meetings between the Principal, teachers and students provide a scope for close monitoring of the teaching-learning process. There are no formal methods of appraisal of teachers and staff. However, the Institute has recently initiated the system of obtaining students feedback on teachers. Teachers are available for both academic and personal counseling of students. The Institute has a success rate of more than 95 per cent, which is noteworthy.

Criterion – III: Research, Consultancy and Extension

The Department of Home Science offers research programme leading to Ph.D. degree. The Institute provides necessary support to teachers to do research and improve their qualifications while in service. Few teachers in the Departments of Home Science and Management are engaged in research for their doctoral degrees and they have some research publications. Project work and Dissertations are an integral part of the curriculum in the M.Sc. (Home Science) programme. This certainly helps the students inculcating a research aptitude in them.

The exhaustive extension activities undertaken by the Institute are embedded within the curricula to achieve academic excellence in the realm of



service-integrated learning. The Institute conducts extension and field outreach programmes on environment, health, literacy with the active cooperation of NGOs and other agencies like Child Relief and You (CRY), Interlink, Child in Need Institute (CINI), Institute of Psychological and Educational Research (IPER), etc. The Institute plays a vital role in the upliftment of the disadvantaged sections of the society by organizing awareness campaigns on social issues like Each One Teach One, National Integration Camp for Women and Sevika Project, etc.

Criterion – IV: Infrastructure and Learning Resources

The Institute has built up good infrastructure and developed learning resources over the past 42 years. The main campus of the Institute located in the hearth of Kolkata and spread over 0.48 acre of land has two departmental blocks, administrative block, library, computer centre, audio-visual center and canteen. The Institute also has a satellite centre with a built up area of 3771 square metres, housing the Department of Management. The Institute also has a rented house to conduct its Residential Management Training. The classrooms are spacious and well ventilated. Most of the laboratories are very well equipped and maintained. The Institute takes pride in having a computer centre with about 100 desktop computers. The Institute also has a well-equipped audio-visual centre which is utilized for effective teaching-learning.

The Institute also has the provision of using a 800-seated auditorium located at its satellite centre.

The Institute has a faculty with medical degree who offers free and prompt medical advice and services. The Departmental Libraries have a



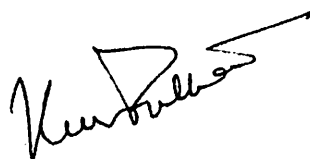
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collection of 9000 books and 18 journals. The libraries are computerized and reprography facilities are available in the libraries.

Criterion – V: Student Support and Progression

The Institute has sufficient and well-organised support services to ensure healthy growth of students. Admissions are made on the basis of marks obtained in the qualifying examinations and their performance in the entrance tests and personal interviews. Prospectuses by the Departments are published annually. The prospectus contains information relating to course of study, fees, infrastructure facilities, examination and evaluation system, list of staff, list of awards and prizes, facilities offered by the Institute and composition of the governing body. The Institute offers financial aid to economically backward students and in addition the students also get direct financial support/scholarships from the central and state government as well as the affiliating university.

The counselling services offered by the Institute needs a special mention. Academic counseling, career counselling and personal counselling services are offered to the students by the Principal and other faculty members, which contribute towards their development and maturity. The Institute has established a Career Guidance and Placement Cell in July 2003, which organized a workshop on career guidance and placement with professional guidance from Human Resource Development Consultants and Placement Consultants. The average dropout rate is 25 per cent. The high percentage of about dropout is an area of concern, which requires attention.

Undergraduate students' progression to higher studies is at 73 per cent while postgraduate students' progression to employment is 45. The Institute has

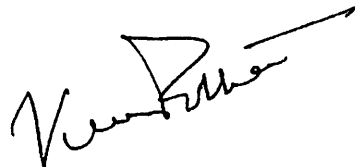


constituted an alumni association recently. Students are encouraged to participate in games and sports, quizzes, music and dance programmes for their physical and intellectual growth. However, efforts should be made by the college to have playground facilities.

Criterion – VI: Organisation and Management

The Principal is the executive head of the Institute managing the administrative and academic affairs of the Departments of Home Science and Commerce at the Main Campus and the Director (Education) has the academic and administrative authority in the Department of Management at the Satellite Centre. The Director (Ed) and the Principal jointly undertake a direct liaison with Sukriti Education Society (sponsoring body of the college) for financial operations as required, thus establishing a comprehensive academics – administration – finance management. The Principal and the Director (Ed) are supported by the academic council/faculty council in the academic, administrative and financial management of the Institute. Several committees consisting of faculty members and students representatives have been constituted to look after the various functions and activities of the Institute. Staff recruitment and performance appraisal of staff (teaching and non-teaching) are executed through the Principal's/Director (Ed)'s final authority.

Finance management of the Institute is vested in the constituted Attorney of the sponsoring body of the Institute. The attorney in consultation with the Principal prepares the annual budget plans and makes judicious allocation of funds and oversees the effective utilization of funds. The Institute has a surplus budget. The accounts are audited by internal and external auditors regularly. The annual budget of the Institute is Rs.177.84 lakhs for 2003-04. The unit cost

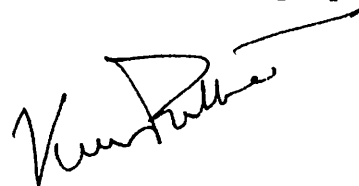


of education including salary component is Rs.13,000/- and excluding salary component is Rs.4,700/-.

Criterion – VII: Healthy Practices

The Institute is following some healthy practices which are noteworthy :

- Dynamic leadership with alert responses to the stimuli of change and with good interpersonal relationships among teaching, non-teaching staff and students has helped the Institute in establishing and developing itself into a reasonably good centre of higher learning.
- Having conventionally catered to only female students in its Departments of Home Science and Commerce, the Institution has shown sensitivity to changing educational, market and social demands by incorporating co-educational teaching in management.
- The Institute encourages offering of short-term courses particularly in the Department of Home Science, which complements the degree programmes, rendering a distinctive character to the Institute of providing comprehensive Home Science education in India. The resources earned through these courses are well utilized.
- The NSS units and other social-welfare committees of the Institute respond to the societal needs and are encouraged to organize socio-cultural awareness campaigns in collaboration with NGOs and other agencies, for the benefit of the socially and economically backward sections of the society.
- The academic-industry linkages and academia-academia linkages are established and strengthened by the Institute with the purpose of



furthering the goals of quality education, research and placement of the students.

- The Institute conducts tutorial and remedial courses for the academically poor students in order to bring them at par with bright students. The brighter students are helped with counselling to fine tune their scholastic aptitude and learning.

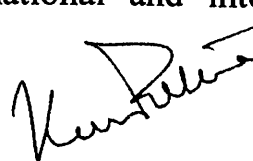
SECTION – 3: OVERALL ANALYSIS

The Peer Team after going through the self-study report and assessing the Institute in its visit is pleased to note that the Institute has succeeded to a greater extent in translating the vision and goals into academic practices.

There are a number of features of Smt. J.D. Birla Institute, which reflect the quality assurance and standards that need to be commended. But it is necessary and appropriate to mention certain concerns of the Peer Team for the consideration of the Institute for its future progress and development.

The Institution shall be commended for the following:

- i) The progress made by the college since its inception in 1962 and by its ability and determination to translate its vision and goals into reality in its pursuit of the advancement of knowledge in priority areas for the girls initially in Home Science and later in Commerce and keeping in view the changing requirements for both girls and boys in Management.
- ii) Establishment of linkages by the Department of Management with academic centres of excellence – national and international for

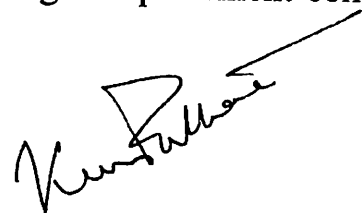


providing quality education and strengthening institution-industry interface with a quest for placement for the students.

- iii) Continuous restructuring and redesigning of the curricula keeping in view the contemporary needs of higher education and the society.
- iv) Smooth functioning of the tutor-ward system and counselling system that facilities the monitoring of the students, both academic and personal.
- v) Facilitating role of the Institute to promote students, teachers and society participation in socio-cultural awareness and community development programmes.
- vi) Organisation of interdisciplinary and multidisciplinary seminars and efforts for establishing academic and research partnerships with the government and other reputed institutions and organizations.


While appreciating the efforts of the Institute, the following suggestions/areas of concern need to be considered by the Institute authorities for the growth and development.

- i) The self-appraisal and other appraisal mechanism of teachers and non-teaching staff need to be formally instituted.
- ii) Student support centres like counselling and placement cell need to be strengthened.

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- iii) Formal mechanism for collecting continuous feedback from the students on the various aspects of their learning experience at the Departmental/Institutional level may be instituted with specific objectives and strategies.
- iv) While the departmental libraries have a manageable collection of books and journals, efforts should be made to acquire more books and journals and establish a central library.
- v) Participation of students in games, sports and other cultural activities at state and national level need to be encouraged and strengthened by providing adequate facilities.
- vi) Efforts shall be made to offer additional postgraduate courses like nutrition and dietetics, textiles and clothing, etc. in Home Science and also to strengthen the research pursuits by the Departments.
- vii) The number of teaching days should be increased as per the UGC norms.
- viii) Improved canteen facilities as well as hostel facilities should be provided.

The Peer Team thanks the members of the Governing Body, Principal, Faculty members, Administrative staff, and students for their cooperation in making the Peer Team's work feasible.



The Peer Team is happy to note that the college authority is quite aware of its short coming and attempts are being made to overcome them.

The Peer Team wishes the Institute success in its future academic planning and endeavours.

K.M. Pathak
25/03/04

(Prof. K.M. Pathak)
Chairperson

Sunil K. Behera
25/3/04

(Prof. Sunil K. Behera)
Member

S.P. Inamdar
25/3/04

(Dr. S.P. Inamdar)
Member

I agree with the observations and suggestions made by the Peer Team in this Report.

Kolkata
25th March, 2004

Jharna Sengupta 25.3.04
(Dr. Jharna Sengupta)
Principal
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